BROADCASTING

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THE NEWS MAGAZINE OF THE FIFTH ESTATE

NBC ARTISTS SERVICE

GEORGE ENGLES · MANAGING DIRECTOR

★ ★ ★ ★ ★ ★

An organization whose extensive facilities permit it to offer a more brilliant array of representative artists than any other agency of its kind. These are available, not only to Broadcast Advertisers in particular, but for every form of public entertainment or private function, including lectures, concerts, recitals, conventions, dances, banquets, stage productions, motion pictures and phonograph recording. Inquiries receive immediate attention.

★ ★ ★ ★ ★ ★

NEW YORK BOSTON WASHINGTON SCHENECTADY CHICAGO
DENVER PORTLAND, ORE. SAN FRANCISCO LOS ANGELES

XUM

Station WOR

Newark, New Jersey

Just Around The Corner

■ Every period of depression has been followed by a period of prosperity. Business leaders are preparing NOW for the good times which are on the way. Do not be caught napping. Pound home your message now through a proven medium.

■ The Greater New York and New Jersey Metropolitan Area is the richest market in the world and is thoroughly covered by WOR, America's leading independent station.

■

WOR America's Leading Independent Station Serving Greater New Jersey and New York Metropolitan Area

BAMBERGER BROADCASTING SERVICE, INC.
NEWARK . NEW JERSEY

New York Office: 1440 BROADWAY · New York City

YOU'RE IN GOOD COMPANY . . .

Advertisers, like lesser individuals, are "judged by the company they keep".

For the past year WKRC has adhered to its announced policy of presenting a minimum of 70% Columbia Network programs (voted the most popular in every poll!) between 6:00 and 10:30 P. M. Leading LOCAL advertisers are convinced of the advantage of having their programs associated with these chain features. At the present time two fifteen minute evening periods are available to non-network advertisers on WKRC . . . the first that have been available since January 4, 1932.

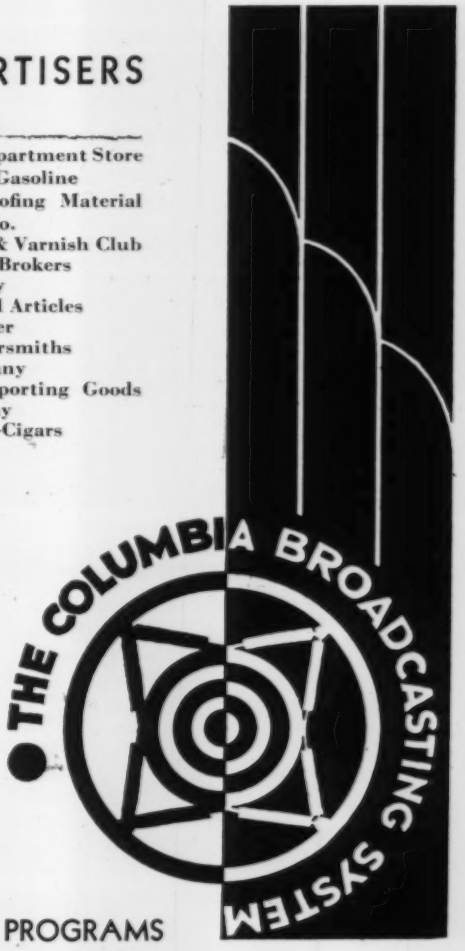
If you want to reach the "million market" in and around Cincinnati join this imposing list of advertisers shown below. You'll find it pays to be in good company.

REPRESENTATIVE WKRC ADVERTISERS

COLUMBIA NETWORK	LOCAL
Ever Ready Safety Razors	H. & S. Pogue Co.— Department Store
Barbasol	Caldwell and Taylor—Gasoline
Chrysler Automobiles	Phillip Carey Co.—Roofing Material
Eastman-Kodaks and Films	Chevrolet Motor Car Co.
Maxwell House Coffee	Cincinnati Paint, Oil & Varnish Club
Greyhound Bus Company	Cohle & Tyree—Stock Brokers
Heinz Rice Flakes	Coney Island Company
Lavoris	R. P. Gust—Household Articles
Chesterfield Cigarettes	Herman Lange—Jeweler
Pennzoil Motor Oil	Loring Andrews—Silversmiths
Blue Ribbon Malt	Model Laundry Company
Ivory Soap	Powell & Clement—Sporting Goods
Crisco	Red Top Malt Company
Oxol	Rohde and Company—Cigars
Eno Effervescent Salts	Rookwood Pottery
Danderine	
Phillips Dental Magnesia	

WKRC CINCINNATI

FINEST C. B. S. PROGRAMS
FULL 19 HOUR SCHEDULE
100% MODULATION
1000 WATTS POWER
LATEST WESTERN ELECTRIC EQUIPMENT



AN EVENING SCHEDULE OF MORE THAN 70% COLUMBIA PROGRAMS

FREE TO RANGE

where the grass is greenest

To executives who have to make every dollar spent in advertising deliver 100 cents value:

Today, radio, the important new sales producing force, enters a new phase. This modern method makes it possible to select your radio media just as you select your media in other fields of advertising. Moreover you can broadcast in each territory at the hours when you have the biggest audience — regardless of variations in local time.

This is the World Broadcasting System's answer to that pressing question: "How can I reduce distribution costs?" We offer you a choice of over 250 leading radio stations from coast to coast. Half of these are equipped to broadcast by the new Western Electric Noiseless Recording.* This latest method of broadcasting is a development of the Bell Telephone Laboratories, bringing hitherto unrealized quality and distinction to a radio performance. *Write for further information.*

WORLD BROADCASTING SYSTEM INC.

TRADE MARK REG. U.S. PAT. OFF.

* Used by national advertisers such as Coca Cola, General Mills, Drug Inc., etc.

World Broadcasting System, Inc.

50 West 57th Street, New York City

179 King St., W., Toronto · Washington Bldg., Washington, D. C. · 1040 North Las Palmas Ave., Hollywood, Cal.

6-242 General Motors Bldg., Detroit · *Production Studios:* New York, Washington, Hollywood

SOUND STUDIOS OF NEW YORK, INC. (SUBSIDIARY OF WORLD BROADCASTING SYSTEM, INC.) WESTERN ELECTRIC LICENSEE

BROADCASTING

The NEWS MAGAZINE *of* THE FIFTH ESTATE

VOL. 3, NO. 1 | WASHINGTON, D. C. | JULY 1, 1932 | $3.00 PER YEAR—15c A COPY

Deft Advertising Seen As Radio's Goal

By MARTIN CODEL

Mutual Problems Recognized at Radio Session of A. F. A.; Optimism Over Fall and Winter Prospects Prevails

THE EFFECTIVENESS of radio as an advertising medium went unchallenged at the NAB departmental session of the Advertising Federation of America in New York, but the moot question of holding the attention of listeners during commercial announcements came in for much discussion. All generally agreed that the prime function of broadcasting is entertainment and that sponsors should bear this in mind even while publicizing their products over the air. Topics discussed at the session brought out advertiser, agency and station viewpoints.

NEW YORK CITY.—Advertisers, agency executives and station managers, gathered together for plain talk about the problems of broadcast advertising, evinced a keen consciousness of the fact that their present and future stake in broadcasting is a mutual one, at the NAB departmental session of the 28th annual convention of the Advertising Federation of America in the Waldorf Astoria Hotel, June 21.

That the service and pleasure of the public is the prime function of radio was generally agreed, as was the fact that radio is fast coming of age as an advertising medium. It awaits only the perfection of a rapidly developing technique that makes the advertising portion of the program as entertaining as the program itself to bud forth in full blossom, one speaker declared. Already many advertisers have accomplished that technique.

Generally, a note of optimism prevailed at the radio session even though the talk that pervaded the convention as a whole centered around depression and curtailed publicity budgets. Most of the broadcasters present reported a falling off in accounts during the summer. Nearly all, however, added that prospects for fall and winter business looked good from all advance orders and indications.

List of Speakers

THE SPEAKERS were Leslie G. Smith, advertising manager of the Standard Oil Co. of Ohio; Howard Angus, executive of Batten, Barton, Durstine & Osborn; Harry Howlett, commercial manager of WHK, Cleveland; Linus Travers, production director of the Yankee Network; J. Thomas Lyons, manager of WCAO, Baltimore; Edwin K. Cohan, technical director of CBS, and Roy Witmer, sales vice-president of NBC.

In the absence of Harry Shaw, NAB president, the meetings of the day were conducted by H. K. Carpenter, manager of WPTF, Raleigh, and chairman of the NAB Commercial Section. About 200 attended the sessions, including some 40 broadcasters.

The conviction that radio is a "true and potent" advertising medium, was expressed by Mr. Smith, who declared that "it has proved its effectiveness for too many kinds of advertisers and in too many different ways to leave any doubt of that." Radio being fundamentally a vehicle of communication, it does not differ "essentially" from other advertising media, Mr. Smith said.

Secret of Radio's Success

"THE PRIME function of radio," he continued, "is entertainment. That probably is why it is such an effective medium for promoting good will for the broadcast sponsor and his products. It gives people pleasure and thereby wins their gratitude and their favor. At the same time, however, the fact that radio is an entertainment feature means that the advertiser who O.K's a radio contract is in the show business. And he immediately comes face to face with the toughest problem of the show business—namely, trying to build a show that will please large enough numbers of people to be profitable.

"The radio advertiser—either local or national—must get a clear picture in his mind of the kind of people who are his real prospects. Then, with the expert aid of the radio station personnel and of his advertising agency, he must try to build up a program that is calculated to please as large a part of his prospective audience as possible. Above all he must recognize clearly that he can never hope to please all of the radio listeners, nor please many of them all of the time."

The importance of merchandising radio programs—by window displays, billboards, newspaper advertising, etc.,—was stressed by Howard Angus.

"Everyone of you here," said Mr. Angus, "has turned over the pages of a magazine, glancing casually at some advertisements and not at others and focusing your attention only upon those in the magazine that interested you. You can't do that when listening to a radio program. Your ear bumps right into the commercial announcements.

The Sponsor's Problem

"THE ADVERTISER hasn't the problem at all of getting your attention, as in a magazine. He either has your attention—or he hasn't it at all. His problem is to hold your interest. This means that the basic merchandising problem of the advertiser in broadcasting is not how to make his entertainment more commercial but how to make his commercial more entertaining.

"That means he has to bring showmanship into his commercials. At the present time we are having all kinds of experiments along that line. For instance, right now many commercials are being dramatized. Commercial characters are being created. I know of no activity or no development that calls for more serious consideration than this experiment with commercial announcements.

"Undoubtedly as we develop the technique of making our commercials interesting through drama or characters, we are going to find the way to merchandise these commercials—not our entertainment—in counter and window displays and all other forms of tie-in advertising. It will open up a whole new field of fertile sales promotion."

Mr. Angus added that it will also obviate the criticism being heaped upon commercialism on the air and emphasized the desirability of having listeners rather than Congress exercise their "most effective censorship."

Mr. Angus quoted from THE FORECAST, a St. Louis publication, recommending awards for excellence in commercial broadcasts comparable to the annual Pulitzer prizes. This publication nominated for first prize the Philco presentations of Leopold Stokowski and the Philadelphia Orchestra, along with General Electric Co. for its Sunday night "Home Circle" concerts.

Art of Lost Causes

HARRY HOWLETT, of WHK, delivered a dramatically convincing talk on various phases of the radio situation, touching upon commercial practices, the opponents of the American system and comparisons with European radio.

"Radio," he said, "has proved itself as a selling medium. Yet it is all too often the art of a lost cause—it draws too much despair advertising when other media fail. It is being subjected to every stunt, quirk and whatnot to produce hurried results. Class A stations are carrying at least 33 per cent of cultural programs, even though we realize that the American public really wants entertainment, especially jazz.

"There is no denying that program technique is not perfect, but it is also true that we are steadily and surely getting somewhere. We of the stations are traveling along the same lines as the public, and we are bound to meet somewhere."

Referring to education by radio and the demand for more of the heavier type of program, Mr. Howlett declared that the broadcasters would be more than willing to offer more education and more lectures and more classical music if convinced the public wanted them. "Some of the public think there is

a Santa Claus," he said, "but when it comes to paying the radio bill, it is the bulk and majority that does it. They have every right to get what they want."

Urges Local Viewpoint

LINUS TRAVERS, production director of the Yankee Network, spoke on the importance of the regional network to advertisers. The underlying principle of localized and regionalized broadcast offerings should be the same that prevails in local newspapers, he said, namely, it should preserve the characteristics of the region being served. There are peculiarities, he added, in listener acceptance as well as reader acceptance, for "what goes in Shamokin will not necessarily go in Boston or Los Angeles or Chicago."

"It is the principle," he said, "upon which or government is founded. It is the principle upon which our social activities are based. It is the principle which has guided our newspaper. In a word, it is the location of regional network outlets in the larger communities in a specific region, in order to preserve the characteristics of that region in the building of a larger and more responsive audience. The regional network contains all of the advantages which the local station can offer, combining them in a regional territory where the characteristics of the people are the same."

Added to that, according to Mr. Travers, is the fact that there is no waste coverage. Attention, he said, can be concentrated upon the purchasing power of the region, and it is possible to gauge with accuracy the factors of audience susceptibility, etc. Close contacts are offered with distributor, retailer and consumer by concentrating advertising properly.

Dangerous Trend Cited

SPEAKING on "Radio Advertising for the Retailer," Mr. Lyons of WCAO declared that "many radio stations do not appear to be conscious of the wonderful asset they have and do not put a sufficient value upon it." The result, he said, is that stations are cutting rates to get business and letting the advertiser dictate policy and terms. This he called a destructive condition that will lead those stations to ruin. He added:

"I am quite convinced that any station which does not see the handwriting on the wall and clean up house to the point where their rates will be the same to everybody, that there will be no trade deals, that they will understand when an agency tries to tear down ethics which should be held up, they had better not deal with that particular account. Furthermore, the amount of business that can be handled by a radio station is, necessarily, limited. For that reason, a station should deal only with those people who want to operate in the right way, and it is well worth while to cultivate a clientele of this sort, and when this is done in a sincere manner you generally get what you deserve.

"I do not like to speak of a depression, but we certainly have been through one. We are working out of it, however, and prosperity will return to us in exact proportion to the prosperity of the retail merchants of America.

SENATORIAL TUNERS-IN—It took a Democrat, Senator Dill of Washington, co-author of the radio act and leader in radio legislation, to arrange for his Republican colleagues to hear the proceedings of the Republican national convention. Senator Dill arranged to have the radio set installed in an anteroom of the Senate Chamber; a similar suggestion to the House was courteously rejected by the Democratic majority leaders. The photo shows (standing, left to right) Senators Metcalf, Rhode Island; Dill; Capper, Kansas; Barbour, New Jersey, and Patterson, Missouri; (seated) Vice President Curtis and Senator Austin, Vermont.

"Intelligent radio management and intelligent retail selling could in a short while improve the situation in America almost beyond belief. If you men will look around at the old established stores in your own cities, you will find that those who have been selling price for the past ten or fifteen years are either out of business or nearly out of business.

"The point I want to emphasize with you here today is that radio could step in now and render sincere constructive help to the retailers. I do not believe in strong-arm salesmanship. I do believe in intelligent solicitation, and the only way that we can develop our business is to make the people who deal with us more prosperous because of our relationship. For this reason, every radio station should have on its staff at least one man who knows something about retailing and merchandising."

An entertaining and enlightening talk on what goes on backstage in broadcasting, with exceedingly interesting explanations of the technical phases of broadcast transmissions, was given by Edwin K. Cohan, CBS technical chief. Even a summary of Mr. Cohan's talk here would be inadequate to carry the brilliant similes and parallels he drew; it is one of those discussions, essentially intended to enlighten the layman about radio, that the national broadcasters would do well to offer more frequently to the entire radio audience via their own facilities in order to bring about a better understanding between broadcasters and listeners.

Raps Sterotyped Programs

ROY WITMER, sales chief of NBC, made the point that the advertising credits in radio programs should be equal in entertainment value to the program itself. The trouble with broadcasting today, Mr. Witmer said, is that no enough consideration is being given to the peculiar characteristics of radio and that many programs are of a stereotyped form.

"I think that most of you will agree," Mr. Witmer said, "that too many commercial programs today are stereotyped, consisting in great measure of a musical, dialogue, or dramatic program, bounded on both ends by so-called commercial credits, which are often quite out of harmony with the entertainment element, and in consequence, not unlike a good picture, the effect of which is nullified by a poor frame.

"The peculiarities of radio afford an opportunity for the application of—shall I say smartness—and I think that one of the most clever things occasionally done, but always possible, is to make the so-called advertising, or commercial credits, in a presentation at least equal in entertainment value to the program itself. That is using radio to its fullest extent. It is true, of course, that many advertisers with programs falling under the classification of what I have defined as stereotyped presentations, are obtaining remarkable results, but I am certain that only the very best possible results obtained by the utmost use of the peculiarities of radio, is all that should satisfy any of us.

"Now, too many people already claim to possess the prescription for the perfect radio program. I shall not go quite that far. It happens, however, that for some five years, I have been in very close contact with broadcasting, its commercial programs, audience reactions, advertisers' demands and agency efforts, and aside from all this, I happen to be a fairly habitual listener myself. The result is one or two very definite thoughts along the lines of commercial program prescription writing."

Mr. Witmer said that the answer to a better and mutually more profitable radio technique is relatively simple. All advertisers have elements of great interest both in the conduct of their business and the development of their products, to say nothing of the pleasure, comfort or convenience which their products are supposed to provide. All such things, he said, can be made into most interesting, pleasant and certainly effective radio material—can be made so interesting as to keep listeners from being distracted from programs to the point where they will converse, read, etc., while a commercial announcement is being made.

Nine Essentials

NINE "MOST essential requirements" in commercial credits were listed by Mr. Witmer who urged that all commercial credits be checked by these:

"1. If straight commercial announcements are used, do they give the listener some interesting and worthwhile information about the product?

"2. Do they tell the story in a pleasant manner?

"3. Are they positive, or do they have a tendency to belittle a competitor's story?

"4. Do they ring absolutely true?

"5. If actually calling on the listeners personally, would the same story be used in the same way?

"6. Are they sufficiently untechnical, so that the layman understands and is interested?

"7. Are they in good taste? Human nature does not like to hear or discuss disagreeable things unless compelled to.

"8. Does the commercial part of the program harmonize in spirit and tone with the rest of the program?

"9. Is the result of the foregoing checking, a program, or a program with commercial credits? It should be a program full of entertainment and interest from first to last."

KYW Channel Hearing Involves 60 Stations

WITH THE FILING of additional applications with the Radio Commission for the 1020 kc. clear channel now occupied by KYW, Chicago, the number of direct and indirect applicants for improved facilities involved in the hearing scheduled for July 18 has increased to 23, while the aggregate of stations notified of the hearing is about 60.

The hearing was precipitated by several applications for the wave seeking to have it returned to the second zone from the fourth since it is designated by the Commission as a second zone clear channel "loaned" to KYW. KYW subsequently applied for authority to remove the station to Philadelphia, and that action brought forth a deluge of additional applications to frustrate the move. A number of the 23 direct applicants are to appear on license renewals because they would be affected by the frequency shifts requested in certain other applications. The hearing is expected to be the most far-reaching since the general high-power clear-channel controversy which consumed five weeks in the fall of 1930.

Why One Should Advertise in the Summer

By HERMAN S. HETTINGER
Wharton School of Finance and Commerce, University of Pennsylvania

Survey of Vacation Periods Blasts Small Audience Myth; Value of Continuous and Preliminary Broadcasting

Mr. Hettinger

WHILE the prejudice against summer broadcasting still exists in the minds of some advertisers, it is rapidly diminishing, chiefly because of marked improvements in the technique of reception. This article is aimed at exploding another misconception, i. e., that audiences are considerably reduced during the warm months on account of vacations. The writer made a statistical survey of the Philadelphia trading area and found that at no time in the summer does the radio audience fall below 85.5 per cent of that in the winter, and usually it is nearer 90 per cent. And Philadelphia probably has a greater vacationing population than the average for the country as a whole.

"IT HAS always seemed to me that one of the great reasons for the success of radio as an advertising medium has been the fact that the broadcasters have been able to sell their clients on the idea of continuous effort," an important executive from a rival medium remarked recently to the writer.

"The program, and the advertising message with it, are broadcast at least once a week, and often daily, for months on end. During the time it is on the air a large part of the public can't help but hear it. Also, if the program is a good one and the commercial announcements are not too bad, there will be built up a loyal audience who will tune in regularly to the period, and with regard to whom the repetitive value of the advertising message will reach its maximum effectiveness."

There are more reasons than merely the repetitive aspects at the root of the phenomenal growth of radio advertising in recent years. However, repetition has played its part, a part which is very much more important in radio than in probably any other medium. It is true that the station can furnish the advertiser with a potential audience whose loyalty it has won through the station personality that it has succeeded in building up during its years of broadcasting.

Sponsor's Responsibility

HOWEVER, it is up to the advertiser to hold this audience, and to increase it if possible. If his program is poor, the potential audience will move to another station. If it is outstanding, listeners will forsake old favorites for the new attraction. Thus the furnishing of both editorial material and commercial advertising, which is what the radio advertiser does, becomes at once a source of danger and a prospect of tremendous returns.

However, the maximum number of listeners to a program is not secured on the first broadcast. Depending upon a host of conditions, it may be several weeks or even more before a program reaches its full advertising effectiveness. Continuity of effort is necessary to build one's audience and also to hold it. Once the program goes off the air, even for a comparatively short period, a new favorite takes its place, and at least part of the battle must be fought over again when broadcasting is resumed.

With the approach of the summer period, this question of continuity of effort becomes of especial importance. Many broadcast advertisers undoubtedly are asking themselves whether they should continue during the summer months or sign off until September or October.

Based on Misconceptions

PART OF this perplexity undoubtedly is still due to the memories of summer broadcasting of several years ago, prior to the great improvements which have been made recently in radio transmission and reception. Part of it also must be due to a misconception of consumer habits during the summer months. Congested roads lead one to believe that all of the world has taken to wheels, and that no one possibly could be home. Friends going on vacations blind one to the fact of the many jobs in which there are no vacations. Probably we are more conscious at present of the fact that many people cannot afford to go on vacations; usually that too is overlooked. Consequently when these numerous factors are combined, a distorted picture of summer listening is certain to be the result. Much of this picture dissolves before the light of statistical research and mere common sense.

The question of whether there is a summer radio audience is undoubtedly the most perplexing one; and it was in answer to this problem that last summer the writer made an intensive field survey of listening habits of people in the Philadelphia retail trading area.* During the course of the survey 3100 families were interviewed. These were apportioned to various districts in accordance with the density of population and were further scattered widely throughout each district so as to ensure an accurate cross-section of the population.

The study was conducted during the latter part of June and the first week in July. This period was selected since it was believed that by that time vacation plans would be fairly complete and that the people would still be at home to answer questions. The correctness of this conclusion was borne out by the fact that very few people gave indefinite answers to the vacation questions, and the number of individuals not at home was no greater than that encountered by investigators in previous winter surveys.

Week-end Listeners

THE RESULTS of the survey were most interesting. The first question raised was not regarding vacations proper, but concerning week-ends. Here it was found that on the average there were 94 per cent as many listeners on Saturday as on any other week day and that even on Sunday the average audience was still 90 per cent as great as during the other days of the week. This was true with regard to Philadelphia, its suburbs, and the small outlying towns in the trading area, little variations of any importance being found between communities. It also was found that approximately 80 per cent of the radio listeners in the area listened some time every day.

While discussing regular summer habits it may be interesting to note when these people listened to their radios as far as hours of the day were concerned, and to compare summer and winter in this respect. Again there was little variation from the winter listening hours. There was a slight tendency toward a larger morning audience in the summer than in the winter. The summer listening group at 6 o'clock at night also outnumbered the winter audience at this hour, embracing 75 per cent of the total radio families in the summer as against 44 per cent in the winter.** Other than this the proportion of listeners tuned at different hours of the day is approximately the same for summer and winter. In both cases the peak hours were from 7 to 9 o'clock with almost 90 per cent of the radios turned on.

Though no data exists whereby a comparison can be made between winter and summer, it is interesting to note that as far as summer is concerned, the Saturday evening audience is approximately 10 per cent less than that of other week days and about 18 per cent less on Sunday night. This may or may not represent a difference from winter. Sunday morning, however, finds in the neighborhood of 50 per cent of the potential listeners tuned in between the hours of 10 and 12 o'clock; while the afternoon peak, between 3 and 4 o'clock, reaches 38 per cent.

Program Desires Vary Little

NOT ONLY is the audience about the same size at most hours of the day, but its program preferences vary almost imperceptibly from winter to summer. The only differences lie in a slightly greater preference for lighter forms of entertainment, and, of course, a great enthusiasm for sports broadcasts.

Thus it becomes evident that as far as the daily listeners are concerned, and with respect to the week-end listeners, there is very little difference between summer and winter.

Now, what about vacations? This is after all the crux of the question. Briefly, about 35 per cent of the Philadelphia families go away on vacations, 30.3 per cent of the residents of the suburbs leave town, and 23.9 per cent of the radio families in the small outlying towns of the trading area enjoy their vacations elsewhere than at home. It is the high income group which does the most vacationing, 66.7 per cent of these going away during part of the summer. In the medium income group the figure is 38.1 per cent going away at some time during the summer, and in the low income group, 21.1 per cent.

Vacation Times Vary

THE VAST majority of vacations are two weeks or under in duration, these comprising 64.4 per cent of the total. Only 12.2 per cent of the radio families enjoy vacations of more than a month.

It should also be remembered

*"The Summer Radio Audience," Herman S. Hettinger and Richard R. Mead, published by the Universal Broadcasting Company, operator of WCAU, Philadelphia.

**Study of Habits and Preferences of Radio Listeners in Philadelphia, (1930) Universal Broadcasting Company, Philadelphia, Pa.

(*Continued on page 20*)

Nebraska Ruling on Radio Libel Faces U.S. Supreme Court Test

NAB Plans Appeal From Adverse State Opinion; Broadcasters Perplexed as Campaigns Open

Mr. Bellows

A U. S. SUPREME COURT test of the Nebraska Supreme Court decision holding broadcasting stations accountable for libel "published" over their facilities will be sought in behalf of the industry to determine finally the liability of broadcasters. The test case is expected to be carried forward under the auspices of the NAB.

Because of the importance of the ruling to the industry and because of the apparent conflict between the opinion and the political section of the Radio Act of 1927, the NAB executive committee has definitely concluded that the question must be finally adjudicated. The decision complicates current operations of broadcasters in view of political campaigning via the radio. It creates considerable confusion as to just where the broadcaster stands in his right to censor speeches to avoid libelous statements.

Whether KFAB, Lincoln, the station involved directly, will appeal to the Supreme Court is not definitely known, although that course is thought likely. Should such an appeal be taken, NAB intends to intervene for the industry and to fight the lower court ruling with the best available legal experts on libel.

Lower Court Reversed

THE NEBRASKA court's decision reversed a previous ruling of the trial court which absolved the station of guilt but held the speaker over the station guilty of libel. The case grew out of the $100,000 libel suit of Attorney General C. A. Sorensen against KFAB and Richard F. Wood, a Lincoln attorney, for alleged libelous statements made by the latter over the station during the Senatorial primary campaign of 1930. Sorensen obtained $1 damages against Wood as the jury freed the station, but he immediately appealed to the State Supreme Court.

The opinion was rendered June 10 by C. A. Goss, Chief Justice. It goes into a learned discussion of commercial broadcasting, using the newspaper analogy throughout. The competitive status of the spoken and the printed word is emphasized, and the conclusion that the broadcasting station is nothing more nor less than a newspaper of the air is reached. It is on that basis that the court declares that a station should be held to the same strict liability for libel as a newspaper. The court holds a station owner jointly liable with the speaker who utters the libelous statements over his facilities, pointing out that a newspaper is held responsible for the libelous statements published by it even though written by a contributor having no connection with the periodical.

New Trial Ordered

THE COURT held that the lower court's ruling was grossly in error and that the judge had given instructions to the jury of a "contradictory and confusing nature." The case was remanded for a new trial, but with instructions that virtually order a decision adverse to the station.

Since the opinion was rendered, it became known that one station, and possibly others, has received threats of libel actions growing out of political speeches made over its facilities. Broadcasters naturally are in a quandary as the Federal law specifically asserts that there can be no censorship of political speeches made by candidates for office.

Henry A. Bellows, chairman of the NAB legislative committee, vice president of CBS, and director of WCCO, Minneapolis, already has gone deeply into the issue. He points out that Section 18 has been interpreted to mean that a station cannot censor the address of a candidate for office but can request advance copies and censor the talks of spokesmen in behalf of candidates. Moreover, stations are obliged to allow all sides of a political campaign to use their facilities, he declared, if they open their studios to them at all.

The political section of the law would be made even more stringent in that regard under an amendment proposed by Senator Dill, (D.) of Washington, and included in the pending Davis omnibus bill (H. R. 7716). The Dill amendment would insure equal opportunity to public forum discussions of importance in addition to political speakers.

History of Case

RECITING the issues, the court said the petition of Sorensen charged that on the evening before the Nebraska primary election, Aug. 11, 1930, certain false and libelous statements concerning Sorensen, in a speech composed and broadcast by Wood, were "published and circulated to a large radio audience by means of machinery and equipment supplied by defendant company (KFAB); that a copy of Wood's address was available for use of the company before its publication over the radio, that a representative of the company who introduced and vouched for Wood was present and heard him read the article and thereby adopted and published said statements; that in the course of reading and publishing said article, and, with the intention of injuring plaintiff in his professon and reputation, and for the purpose of making his election to the office of attorney general more difficult, de-

(*Continued on page 18*)

AFA Lives, Dies

THE SHORTEST-LIVED broadcasting station known is AFA, which was utilized by the Boston delegation to the New York convention of the Advertising Federation of America while en route by boat. Using a special short wave permit, NBC installed a transmitter, which was given the call letters AFA. The station broadcast at intervals from 5:30 to 8 p.m. Some 50 to 60 wireless messages were received from advertising men in New York and nearby cities who had tuned in on the broadcasts.

WLWL Campaigns For Clear Channel

Church Society Puts Pressure On Radio Commission

AN INTENSIVE campaign to obtain a clear channel has been launched by the Missionary Society of St. Paul the Apostle, licensee of WLWL, New York. The station now is licensed to operate two hours daily on 1100 kc., the clear channel assigned to WPG, Atlantic City. It recently lost its case before the Commission for half time on the wave. It was said that the station would be turned over to commercial operators.

The Society, through Father Riley, station manager, has addressed each member of the Commission on the matter. He cited the recent experimental grant of 5 kw. to WCFL, Chicago, the labor station, and its assignment to the 970 kc. channel for simultaneous operation with KJR, Seattle, as precedent for such a step. Members of Congress also have been contacted, and appeals made to affiliated Catholic organizations throughout the country have brought a deluge of communications demanding that the Commission give the station the facilities it seeks.

Members of the Commission, it is understood, have informed Father Riley and his delegation, as well as those who have written, that there is no application for a specific clear channel pending from WLWL. Consequently the Commission, under its regulations, can do nothing.

The station was unsuccessful in its effort to acquire additional time on 1100 kc., because of a generally inferior showing and because the additional time was sought, not to further the religious work of the station, but to permit it to enter the commercial field on a more extensive scale in the already congested New York area.

Secret Radio Survey

A NATION-WIDE survey of the efficacy of radio broadcasting in selling goods as well as the extent to which the public listens has been conducted by the Scripps-Howard newspapers in collaboration with the Gannett chain. The results, however, are being kept confidential, apparently because they did not produce the answers hoped for.

Scott Howe Bowen Agent for Yankee Network Business

New York Studios Completed For the Shepard Group

Mr. Shepard

SCOTT HOWE BOWEN, Inc., New York, and John Shepard, III, president of the Shepard Broadcasting Service, Boston, have concluded an agreement whereby the former will represent the Yankee Network and its ten affiliated stations exclusively in the national field for two years, effective June 1.

Coincident with this announcement, it became known that Scott Howe Bowen has just completed the installation of modern recording and program originating studios on the twelfth floor of 1780 Broadway, formerly the executive offices of the Goodyear Tire Co., from which programs can be "piped" to the Yankee Network and to any other stations.

Mr. Bowen told BROADCASTING that he does not at present plan exclusive representation of stations generally but regards the scope and coverage of the Yankee system as being so inclusive and important that he is undertaking this arrangement as an exception to his rule.

He added that he has just added to his staff Jack Field, for the last five years in the national advertising department of the NEW YORK TIMES, to handle the representation of the Yankee Network in New York and surrounding territory. Virgil Reiter, who has just returned from a two weeks survey of the New England territory, will manage the Yankee Network accounts in the Chicago territory, and other branch offices will handle the representation elsewhere.

Mr. Bowen does not expect to move his headquarters from the Chrysler building to the new studio quarters on Broadway. These studios have been installed under the direction of C. Gordon Jones, until recently with Electric Research Products, Inc., who is now with the Yankee Network. The most modern Erpi dynamic acoustical equipment has been installed, together with a large pipe organ. It will be possible, said Mr. Bowen, to include New York stations with the Yankee grouping for programs originating in these studios upon demand by sponsors seeking to cover the metropolitan area at the same time they are serving New England.

Pape Heads WAPI

MANAGEMENT of WAPI, Birmingham, state-owned station until recently operated for three state educational institutions, will be taken over by W. O. Pape July 1. The station is now operating as a commercial. Mr. Pape, well known in Southern radio circles, was formerly manager of WODX, Mobile.

Secrets of a Successful Radio Program

By MARTIN L. DAVEY
President, The Davey Tree Expert Co., Kent, O.

Tastes and Sensibilities of Listeners Always Respected; Sponsor's Salesmen Find Welcome, Easier Orders

THE DAVEY TREE program, with which this article deals, was one of several radio features named by Senator C. C. Dill, of Washington, in an address before the A. A. A. A. recently as being a "natural" program. The commercial announcement, he said, is effective and inoffensive despite its length. The author of this article is a former member of Congress and at one time was a candidate for the governorship of Ohio. His views on the effectiveness of radio advertising and the rights of the listeners are interesting and convincing.

WE HAVE abundant reason for the belief that our radio programs have had a powerful influence in maintaining our business through this difficult period.

Probably the most important evidence comes from our salesmen. They tell me that a substantial majority of the people on whom they call speak to them favorably about the Davey radio programs. They tell me also that they encounter a much more pronounced friendliness, that almost everyone whom they contact knows about the Davey Company in a favorable way in contrast with a much more limited knowledge of the company previously, that radio has served to personalize our business and bring it much closer to the people, that they find a much greater and more general confidence in the Davey Company and respect for the institution, and that orders are actually easier to secure.

We began broadcasting the first Sunday in January, 1930, a short time after the stock market crash, and we continued for six months. During the first five months of 1930 our volume ran 20 per cent ahead of the same period in 1929. The business in June, 1930, was equal to that for June, 1929. During the last half of 1930 we encountered a moderate decline in volume, but the total amount for the year 1930 was a little over $3,000,000, or almost the same amount that we did in the boom year of 1929.

Thanks for Advertising

DURING the year 1931 we experienced a moderate decline in volume, although we served just as many clients as we did in the preceding year. It simply meant that the average order was somewhat smaller than in 1930. Even in this bad year of 1932 we are serving almost as many clients as we did last year, although the average size of the orders is again somewhat smaller.

There is no doubt that our radio programs have had a powerful effect in maintaining a very fair volume of business during this period. I do not know of anything that could have produced the same results in creating the obvious friendliness, in selling a name and an idea so broadly, and in making it easier for our salesmen to secure orders. I never before thought that people would take the trouble to thank someone for any kind of an advertisement, but we have had tens of thousands of letters from all over the country thanking us whole-heartedly for our radio programs, a very considerable per cent of them on private stationery.

Contrary to the generally accepted theory at the time when we began broadcasting we had decided to build our programs around the old familiar melodies. We believed that the public had been more or less satiated with jazz. I believe that the average person enjoys a reasonable amount of jazz, but that too much of it is like an excessive amount of salt and pepper and vinegar.

On the other hand, we believed that a very small per cent of the people really understand and appreciate classical music of the more difficult sort. It is true that there are some melodious classics that are popular—not because they are classics but because they are melodious. Therefore, we decided to use the old familiar songs which combine both melody and harmony. These songs remain popular not only because they sound good to the ear, but also because they are familiar to the people. My observation has been that the average person greatly prefers music that is familiar to him.

Program Stirs Memories

THEN AGAIN it is doubtful if there are very many of these old familiar songs that do not arouse very precious memories in the minds of many people. Each song has its own special following, and has within itself a variety of reasons why it stirs memories. In my judgment there is absolutely no piece of current music, however good it may be, that has any pull comparable to the memories that the old songs arouse.

Of course, we were very careful not to use any one particular type of song; we wanted a pleasing variety. We made use of a few of the melodious classics, quite a few light opera selections, a considerable number of the relatively modern melodious pieces, many folk songs and others of good racial origin, and a still larger number of the old standard popular songs.

We considered it of very great importance to achieve variety in every conceivable way. We built each program with a constant succession of type as above indicated.

Mr. Davey

We made sure that every other piece was fast and every other piece was slow. We made an effort to have a variety of songs of racial origin, including English, Scotch, Irish, Welsh, German, Italian, etc., as well as many of the old American songs and those with a distinctly southern flavor. We were careful to have a constant variety of rendition, mixing up ensemble work with male quartet and mixed-quartet and solos and instrumental numbers. I believe that the average listener feels the effect of this constant changing variety, and in most cases does not realize the cause of it. He may be equally unconscious of a lack of variety and find a program monotonous without knowing just why. It is the task of the program builder to provide ample variety, but he should be careful to guard against any violently conflicting types close together.

We carefully avoided everything that is vulgar and everything that would be objectionable to people of refined taste. I believe that the majority of American people, whether or not they are highly educated, are naturally refined, and they like the kind of entertainment that does not grate on their sensibility. It would be an entirely different proposition if you were putting on a show where the people could come of their own volition, but with radio entertainment you are going right into the home and it is your duty to respect the feelings and taste of the better class of citizens. We tried to make our programs just as entertaining and as interesting as possible, but also refined. We attempted to maintain an atmosphere of respect and dignity without being highbrow. The response of the public has amply justified our hopes.

Music That Soothes

ANOTHER RESULT which we sought to achieve was restfulness. The constant jar and rasping of irritating sound that is sometimes called music has a tendency to put the nerves on edge. If one turns his radio on for a whole evening and hears nothing but slam-bang jazz, his nervous system is likely to be in rebellion. It seems to me that one of the most desirable qualities of a radio program is restfulness, which causes one to lean back in his chair and be comfortable while listening to the music. A little stimulant is all right, but modern people need a larger proportion of the soothing qualities of entertainment.

The radio is a national form of entertainment. The only fair way to build a program is to base it on the tastes and conditions of the average homes. Those average homes are neither lowbrow nor highbrow, but they have the elements of culture, either in the matter of education or else in their instincts. A program that is capably built to please and satisfy the great average of American homes will win the approval and support of the vast majority of the people.

Among the tens of thousands of letters we receive regarding programs, we have almost never received a flippant or disrespectful letter. A majority of them come from people of education and culture, but we have received a very large number of letters written on cheap paper and in poor English. Yet all of them come from intelligent people, even though they are not well educated. All of the letters that we have received have expressed sincere appreciation and profound pleasure. Most of them are grateful that we use no jazz; nearly all of them are delighted with the old familiar songs Their letters breathe the spirit of respect and genuine pleasure. There are certainly other kinds of radio entertainment that have proved successful. I would not assume that ours is the only type that is worth using, but there is abundant evidence that our programs have been an outstanding success.

XUM

Copyright Bill Heads Calendar Of House But Action is Delayed

Members Arise to the Defense of Broadcasters; Schuette Calls Demonstration Significant

By SOL TAISHOFF

COPYRIGHT legislation, including the Chindblom amendment designed to restrain activities of copyright pools such as the American Society of Composers, Authors & Publishers, remains at the head of the calendar of the House, despite failure to consider the measure June 22 as scheduled. Sudden and serious illness of Chairman Sirovich, (D.) of New York, of the Patents Committee, and author of the bill, necessitated voluntary postponement of the "Calendar Wednesday" for that day, but the postponement was agreed to only after a significant demonstration by members of the House revealed a widespread desire to cooperate with broadcasters and after the broadcasters had agreed to the postponement.

With Congress preparing to adjourn until December, there is a possibility that the calendar will not be called for consideration again until the winter session. Even if the measure should pass the House, however, there is no hope for its consideration by the Senate until the next session. The fact that Congress for the first time is aware of the importance of the legislation to the broadcast industry is considered most encouraging and brightens the prospects for favorable action at the forthcoming session.

Stand Not Weakened

IN A BULLETIN to all broadcasters June 22, Oswald F. Schuette, director of copyright activities for the industry and head of the NAB copyright group, reviewed the current situation concerning the legislative status of the Sirovich bill. He declared that the position of the broadcasters is not weakened in any way by the postponement and that the measure still heads the calendar.

"This," he continued, "is particularly important in view of the superb demonstration of eagerness to cooperate with the broadcasters which has been given in the past fortnight by most of the members of the House. Never before have the broadcasters displayed such unity, and never has Congress shown such an understanding of our problems.

"This interest was dramatically displayed on the floor of the House when the proposal to postpone Calendar Wednesday brought a score of Congressmen to their feet in protest. Only after Congressman Chindblom, (R.) of Illinois, had assured them that the delay was acceptable to the broadcasters and had explained his amendment were these objections withdrawn.

"Since there has been little chance of getting an amended copyright bill through the Senate at this session, our greatest immediate strength lies in this active and almost universal support in the House. This support has been mainly built up by the fine work done by the broadcasters themselves in convincing members of Congress of the obvious fairness of our position.

Fight Just Begun

"THE REAL FIGHT for the freedom of the broadcasting industry has only just begun. So far, despite serious handicaps, it has made splendid progress. We will notify you promptly concerning the next step. Meanwhile, your cooperation has accomplished much, and we are counting on you to keep it up."

Rep. Chindblom explained on June 21 in the House, that he had received numerous inquiries about his proposed amendment to restrict and regulate copyright pools.

"As many members of the House know," he added, "a great deal of interest has been manifested in an amendment to the copyright bill which has been placed in my hands. I think, perhaps, the members will be interested in knowing that the persons and parties who are interested in this amendment are willing that this order shall be made at this time, because they realize the copyright bill could not properly be considered without the presence of the chairman of the committee Dr. Sirovich."

Rep. Chindblom then read the amendment, which provides that in case of infringement proceedings, brought in behalf of any combination which exercises a substantial control over performing or broadcasting rights, the court shall be empowered to fix a reasonable license fee instead of damages and order the issuance license on those terms. He explained also that the amendment might be broadened so as to include mechanical reproductions.

Following this explanation, Rep. Patterson, (D.) of Gadsden, Ala., who had interposed objection to the postponement, withdrew his objection, but explained that he did so solely because it was the wish of the committee chairman. "This is very important legislation, and I would otherwise object," he asserted.

On the New York copyright front, conditions have been quiescent during the past fortnight. The NAB negotiating committee, of which Paul W. Morency, WTIC, Hartford, is chairman, has been conferring intermittently, as has the Plenary Committee, comprising A. J. McCosker, WOR, Newark, chairman; F. M. Russell, NBC Washington, vice president, and H. C. Butcher, CBS Washington, director.

The former committee still is awaiting a call from E. C. Mills, general manager of ASCAP, in connection with joint deliberations on the proposal of ASCAP for an increase in musical copyright fees from the existing flat rate scale yielding nearly $1,000,000 a year to a 5 per cent of gross of all stations, plus a flat rate which would mean a 300 to 500 per cent increase.

Society Starts Publicity

IN AN EFFORT to counteract the activities of broadcasters and other copyright users protesting the operations of ASCAP, it is reported that that organization has retained a firm of "public relations counsellors" in Chicago, to attempt to present its cause to Congress and to the public.

One trade news report, with the earmarks of having been inspired, states the ASCAP has been attacked from all sides as a "music trust" and that the major broadcasters, the NAB and various film and theatre organizations have gone on record opposing the payment of so-called tribute for use of copyrighted music.

WHOPPERS—Freeman Gosden (center) showing the big ones he caught to Charles Correll (right) during rest period at Catoctin Furnace Camp, Md., owned by Lawrence Richey, secretary to President Hoover, where they spent part of their June vacation. At left, Tom Shipp, of Atwater Kent Audition note, is trying to tell "Amos 'n' Andy" about the big one he nearly had. Upper left is Frank M. Russell, Washington vice president of NBC, and upper right is Andrew D. Ring, Radio Commission senior broadcast engineer.

ASCAP Disclaims Protection Against Other Copyrights

Mills in Warning Broadcasters Promises List of All Owners

MUSICAL PERFORMING rights issued through license from the American Society of Composers, Authors and Publishers cover only compositions copyrighted by the members of that organization and do not protect the broadcasters against other groups claiming copyright ownership, according to E. C. Mills, ASCAP general manager.

In a letter to BROADCASTING June 22, Mr. Mills said that broadcasters should be carefully informed regarding musical copyright rights and certainly should understand that the ASCAP license does not cover all copyrighted music. His letter dealt specifically with the activities of the so-called Society of Jewish Composers, Publishers and Song Writers, which recently threatened stations with infringement suits, but went into the general subject of musical copyrights.

Groups Are Named

"WHILE, technically, we are of course not responsible in any manner whatever, for any acts a broadcaster may commit in infringements of copyrights not owned by our members, nevertheless, as a matter of service, we are glad to do everything that we can to give them information which will enable an avoidance of the commission of any infringements," the letter stated.

Mr. Mills enumerated the principal groups claiming ownership of musical copyrights and concerning which ASCAP has received many inquiries from broadcasters. In each instance, he said, ASCAP has supplied broadcasters with all available information. He enumerated these, in addition to the Jewish organization, as the Society of European Stage Authors and Composers; the Associated Music Publishers, Inc., New York; and the Elkan-Vogal Co., Philadelphia, the latter representing itself as the owner of French musical copyrights.

"We intend shortly to publish a complete list (containing many thousands of names) of not only our own composers, authors and publishers, but as well of all others throughout the world who are members of the many and various foreign societies with which we are affiliated and the rights of whose members we represent in the United States.

License Held Inclusive

"I DOUBT if the broadcasters generally understand that our license is inclusive not only of the compositions of our own members, but as well of the hundreds of thousands of copyrighted compositions written by the members of similar societies in practically all foreign countries."

There now is available a list, as of Dec. 31, 1931, of members of ASCAP, whose compositions are

(*Continued on page 21*)

Courage, Not Program Ideas, Held Lacking

By PETER DIXON

Advertisers Charged With Shying Sophistication and Sex And With Denying Auditions to Original Scripts

AGENCY and radio men may raise their hands in horror at the bold theory here advanced by the author and lead of Wheatena's highly popular "Raising Junior" series. Nor do the editors necessarily agree with his theory regarding the introduction of sex programs. Nevertheless, his charge that new ideas are stifled by advertisers without being given even an audition is challenging. "Wanted: New Ideas" has been the cry of sponsors for some time; now the burden of proof is on them and the broadcasters to show that the numerous suggestions submitted to them are no good.

NEW IDEAS for radio programs, if one is to believe the solemn statements of the great minds of broadcasting, are very much in demand at the present time. In fact, this search for new ideas has been stressed in speeches, publicity releases and interviews for the past year. Discover a new idea, the creator of radio programs is told, and name your own price.

This, in the opinion of a person who spends a lot of time behind scenes in radio, is so much hooey! The broadcasting stations and the advertising agencies are offered new ideas by the score. There are enough original ideas in the files of the NBC and CBS to change overnight the radio showbills of both networks. It is true that some of these ideas are obviously useless. Others have genuine merit, but the great majority are untested. The persons responsible for the programs don't know whether they are good or not.

Sponsor's Responsibility

ADVERTISERS happen to be responsible for virtually all worth while programs on the air today. Only the advertisers will spend the money to produce elaborate programs and to engage talented entertainers. But advertisers seem very reluctant to spend their money on ideas that aren't sure fire. So, though it is an old joke, they engage orchestras and quartets and let it go at that. At the same time, your average radio department executive of any big advertising agency will tell you in all sincerity that what he needs is some good ideas.

The outstanding example of executive blindness to a good idea—and it may still be considered a fresh idea—is the famous, though now defunct, March of Time. While it was on the air it was constantly talked about. Listeners stayed at home just to hear it. It attracted thousands of unsolicited letters. The critics praised it without qualification. It was one of the finest programs ever broadcast.

TIME magazine found out that its treasury couldn't stand the expense of the program. It ended the series but offered the program to any other national advertiser willing to pay the bills. What happened? Several advertisers expressed mild interest in the program. There were a few auditions and that was that. A somewhat synthetic program, following the March of Time pattern, has since appeared on the air but no one has granted it equality with the original.

Among the Departed

MARCH OF TIME is still available. There is an audience waiting for it. Its prestige is undimmed, though it has been off the air for months. But we'll bet not less than five new programs, featuring orchestras, quartets and crooners, make impressive radio debuts before March of Time is heard again. Five? Well, make it twenty-five!

[Editor's Note—Since this article was written, CBS has announced that March of Time will return Sept. 9 as a sustaining feature and will be sponsored by TIME magazine after Nov. 4.]

Glance back through your radio programs of the last three or four years. Remember the Eveready series? Few listeners have forgotten that series and its presentations are still talked about. Yet, since its departure from the program listings there has been no similar offering. The idea is available and the talent that made it a great air show can be hired today just as inexpensively as three years ago.

The Limbo of New Ideas

LET'S TALK about the new ideas. They are submitted daily to the networks and to the advertising agencies. What happens? Let's see:

Aloysius Jones, who has had lots of experience in writing for the air submits a comedy script. Mr. Jones, knowing his radio, has written his script to be read aloud and not as a piece of magazine material. The so-called experts look it over and because they don't roar with laughter at the written word decide it isn't funny. No effort is made to test the script in audition and that is the end of a new idea in comedy.

Abraham Lincoln Smith, whose name has been associated with a number of successful radio presentations, comes in with a good idea. He has script which will feature a society editor of a metropolitan newspaper and each week there will be ten or twelve minutes of chatter about the people of Park Avenue. The advertising agency isn't interested yet the same advertising agency will insist on a position on the society page of the TULSA WORLD in Tulsa, Oklahoma. And the managing editor of the TULSA WORLD has for years used a column of New York society news.

True Incidents

JESSICA JESSEL, who has taken the trouble to analyze the likes and dislikes of radio listeners, develops an idea in which a young couple are featured. The idea is radical in that the young couple use their own names and dramatize their own day-by-day experiences instead of appearing as actors in fictitious situations. The advertisers aren't at all interested. Though they are radio experts they haven't realized that the folks on the radio are considered the friends of the listeners and the element of reality will more than offset the lack of melodrama.

The foregoing incidents are true ones. The ideas have been submitted by persons known to this writer and have been turned down by advertising agencies or broadcasting stations. The ideas were submitted by persons who knew radio. They did not involve expensive orchestras nor more expensive names from the Broadway stage. All had novelty yet all were planned so that the appeal would not wear out after the first two or three weeks.

This writer had some interesting experiences several years ago when "Raising Junior" was just a script in search of a sponsor. One agency man heard three auditions of the series and then turned down his thumbs because, he said, there wasn't enough of interest in the day-by-day life of a young baby to make a radio series. "Raising Junior," by the way, was broadcast six times a week, (except for a few months during the summer of 1931) for 19 months. Another advertiser liked the programs but declared that no writer could keep up the pace set in the first few programs. As it happened, the scripts were much more amusing and much more interest-creating the second season than the first.

Favorite Excuses

MANY and varied are the reasons given for not trying out certain radio programs. A favorite reason is based on the belief that the average mentality of the radio listener is that of a twelve-year-old child—or perhaps it is less. Yet the contents of the magazines with the greatest national circulation—SATURDAY EVENING POST, COLLIER'S and others in that group—can hardly be said to appeal to children exclusively. These magazines are not ultra-sophisticated. Neither are they infantile.

Sponsors turn down programs because such a thing as sex is hinted at. Yet sex fills the newspapers and magazines, and we believe that it is easier to keep sophisticated lines and situations away from children through the medium of an 11 p.m. broadcast than by telling them they "won't understand" that certain story in a certain magazine.

This aversion to any hint of nature's second great law on the part of the network executives and the advertising agencies is one of the most amusing inconsistencies of radio.

American advertising for some years has reeked with good, old-fashioned sex appeal. Legs, curves, frilly lingerie, come-hither eyes, outlined breasts and straight nude studies are used to advertise everything from chewing gum to cosmetics. Yet submit a radio idea which is based on an elemental appeal, and which is obviously not for infants, and the advertiser will hold up his hands in horror. There seems to be a belief in the salons of sales-talk that all American children are awake and at the family radio set until 1 o'clock in the morning. Actually the little darlings are in bed—with a copy of Smudgy Stories hidden under the mattress.

Ideas Aplenty

THERE ARE plenty of good radio program ideas available which may be classed as sophisticated, and more would be developed if there was a chance of getting them on the air. But, unless conditions change, there won't be even a slim chance.

Ideas there are in plenty. There is no excuse for monotony on the air. There is no excuse for much of the inane dialogue and situation and there is no excuse for the emasculation of some of the good things that do manage to get by the self-appointed guardians of the purity of the air.

Perhaps the most necessary idea is one that some day may occur to the sponsor himself. He may get the idea that the Radio program experts don't know an idea when they see one.

XUM

International Union Talks of Campaign To Obtain Long Waves for Broadcasting

Observer-Delegates Named to Attend Madrid Conference; Technical, Judicial and Program Plans are Studied

PLANS FOR a campaign in favor of extension of the broadcast band into the long waves at the forthcoming International Radio Conference at Madrid were discussed by the International Broadcasting Union, powerful European broadcasting organization, at its summer meeting in Montreaux June 11. Delegates were named to act as observers at the Madrid parley.

The union, in proposals already circulated among all nations, advocates far-reaching invasion of the long waves for broadcasting purposes as well as the reservation of specific bands in the high frequencies for both broadcasting and television. In this country, the NAB is urging support of the U. I. R. proposal in so far as it may be compatible with existing allocations. A special subcommittee of the Madrid preparatory committee now is making studies to determine which channels below 550 kc. may be available for broadcasting without distributing safety of life services.

Broad Representation

ATTENDING the Montreaux meeting were representatives of 16 European broadcasting organizations, 10 European postal administrations, the European directors of the two main American networks, two delegates from Soviet Russia, Dr. Raber, director of the International Bureau of the Telegraphic Union at Berne, and M. van Dissel of the Section of Communications and Transit of the League of Nations.

It was disclosed that the number of radio set licensees in Europe alone had increased by more than two million between March 31, 1931, and the same date of this year. The new total figure, however, was not given.

On the technical side, the union discussed recent research respecting over-modulation of a transmitter, which, it was agreed, may give rise to serious interference with other stations working on neighboring wave lengths. The union decided to install in the checking-station at Brussels, in addition to existing frequency checking equipment, a new recording apparatus which will register any tendency toward over-modulation. Research will be continued into a number of technical problems, including investigation of the effect of the design of transmitting aerials, the indirect ray of broadcasting transmitters and certain seasonal phenomena.

Musical Libraries Studied

THE UNION studied among other questions that of the possibility of assembling in each country a collection of musical scores typical of other nations. A procedure was outlined by which such compositions could be gathered gradually together and utilized to the advantage of European listeners.

Judicial problems, such as the use of broadcasting for commercial ends and the distribution of programs by telephone circuits, were studied, and it was decided to assemble in each country a more complete documentation than is at present available.

The next meeting of the union will be held in Geneva as soon as possible after the Madrid conference in September in order to permit without delay the submission to the European administrations such proposals as will be capable of deriving the greatest possible advantage for European listeners from the new conditions resulting from the world conference.

Two Are Silent

WJBY, Gadsden, Ala., June 22 was authorized by the Radio Commission to go off the air for 30 days to permit installation of new equipment making possible operation within the new 50-cycle tolerance. WRBX, Roanoke, Va., at the same time was authorized to remain silent for a similar period to effect removal of its studios.

Hails Announcer

JACK FOSTER, radio editor of the New York World-Telegram and an outstanding critic of radio, hails with delight the advent of Charles Francis (Socker) Coe as NBC prizefight announcer, describing him as one of the finds of radio. An ex-Navy boxing champion himself, Coe came into the radio limelight last winter with his series of NBC broadcasts about gangland. He is well known as a magazine fiction writer. Foster's enthusiasm over his appearance on the radio scene grows out of his excellent reporting of the Sharkey-Schmelling fight, which NBC carried under sponsorship of Lucky Strike.

Radio Stars in Film

GUY LOMBARDO and his Royal Canadians have been signed by Paramount to appear in "The Big Broadcast," a film story of radioland now in production in Hollywood. Others in the cast include Bing Crosby, the Mills Brothers, Burns and Allen, the Boswell Sisters, Cab Calloway and his orchestra, Arthur Tracy, Stuart Erwin and Lyda Roberti. Frank Tuttle is directing.

BBC May Go Commercial

Government's Plan to Divert License Fee Fund Places British Network in a Financial Dilemma

INTRODUCTION of commercial broadcasting in Great Britain is being seriously considered because of the empire's economic plight, which prompted the plan of the government to withdraw all funds now collected in license fees from listeners for use in regular administration. This is disclosed by a columnist of WIRELESS WORLD, British radio publication, in its current issue.

The article states that a tentative plan already has been prepared by the Treasury for the appropriation of all license money, leaving to the British Broadcasting Corporation, government radio monopoly, the task of deriving additional income to pay its way.

Only two courses are seen, one to sell time on the air as is done in the United States and the other to double the cost of the listener tax so that the fund would be large enough to support BBC and at the same time supply the British Treasury. The latter course is considered objectionable since many listeners already are protesting the fee of about 25 cents a month.

The article follows in full text:

"Grave news is in store, I fear, for all who dread sponsored broadcast programs. Although no definite decision has yet been taken, I understand that events will soon reach a critical stage on the question of the Government's attitude to wireless license fees. As previously hinted in these columns, the Treasury has already prepared a tentative scheme for the appropriation of all the license moneys, leaving the BBC to derive its income in such a manner as seems most expedient.

"What course the corporation should adopt is already being seriously debated at Broadcasting House. Only two avenues seem open. The first and obvious one is to sell 'time on the air' to advertisers. The second is to double the cost of the license fee.

"I think listeners would speedily help the BBC to make up its mind on such a question. A twenty shilling license fee would hit the pockets of four or five million individuals.

"Meanwhile we can but hope that the Treasury will not be forced to take the step indicated. In the BBC's annual report, published last Wednesday, we are again reminded that the BBC is already relinquishing out of its license income £150,000 for the fiscal year 1932-33. For the present year it is estimated that, taking income tax into account, the Corporation will receive rather less than 5s. out of each license issued.

"It is gratifying to see that, after meeting the balance of capital expenditure (£407,370), the sum of £253,018 still remained available for future capital development, which includes the construction of the new high-power stations at Droitwich, the short wave high power station at Daventry, and the completion of the Regional scheme.

"How invigorating all this sounds until the spectre of sponsored programs looms up! Could a trade-supported organization fulfill all these dreams?"

Congress to Quit Without Passing On Radio Measures

Transfer of Radio Division Part of Economy Bill

By LYNNE M. LAMM

ON THE EVE of the expected adjournment of the First Session of the Seventy-second Congress, no further radio legislation will be enacted into law, according to those who have been in closest touch with the situation.

This bears out the statement made at the beginning of the session in this column that no major radio legislation would become law unless the transfer of the Radio Division from the Department of Commerce to the Radio Commission can be called major legislation. This has been pending for three years and becomes a fact with the enactment of the economy bill which includes a provision for this transfer. It will become effective only after an executive order is issued by the President, and it is regarded as a foregone certainty that such an order will be issued.

Bills Don't Die

DURING the course of this session, 15 bills and six resolutions were introduced in the Senate bearing directly on radio and in the House 10 radio bills and three resolutions were introduced.

All of these bills and resolutions will remain just where they are now and will not have to be reintroduced at the second session of this Congress and which convenes next Dec. 5.

Of the many bills which have been left on the calendars of the two houses and which are still pending in committees, perhaps the most important is H. R. 7716, which passed the House and which was favorably reported out by the Senate Interstate Commerce Committee only to be recommitted at the request of its chairman, Senator Couzens, (R.) of Michigan. This bill contains the proposed lottery provisions and also a section dealing with fees for station licenses of various classes.

Fight on Lottery

IT WAS reported that the American Newspaper Publishers Association was bringing a great deal of pressure to bear to have something done with the lottery provisions at this session, but on the other hand there was determined opposition to the license fees which kept the bill from being acted on by the Senate.

Of all of the bills the ones on which final action were taken included, besides that section of the economy bill providing for the transfer of the Radio Division, a Senate resolution calling on the Radio Commission to make a report on advertising on the radio, which was made, and the Blaine resolution asking the Attorney General for information in connection with the government's anti-trust suit against RCA, which was also made. Two minor bills also became law providing for the use of radio on ships operating in the Panama Canal waters and for the licensing of American citizens only as radio operators.

A Directional Antenna of Importance

Tests by WFLA-WSUN Forecast Time When Coverage May Be Both Directed and Predicted by Stations

THE DAY when broadcasting stations will be enabled to predetermine their coverage and actually steer the course of their signals in given directions is envisioned by this eminent engineer as a result of the novel tests conducted by WFLA-WSUN, Clearwater, Fla. Interference troubles, through use of this new directional radiating system, he holds, can be sharply curtailed, and at the same time make possible substantial increases in coverage in given directions, by putting the punch in the signals covering desired markets and by cutting off propagation over useless areas.

By T. A. M. CRAVEN

A SUBSTANTIAL and practical engineering accomplishment of paramount importance recently has been developed in broadcasting in the form of a directional antenna. This new device is of particular importance to the radio broadcasting industry because of the significance of its application of radio broadcasting of the future, not only in the United States but also in other countries.

This directional antenna is the application of scientific principles which have been accepted for centuries in the laws of physics relating to heat, light and sound. These principles also have been known for several years in special forms of radio service, but only recently have engineers been able to overcome the practical difficulties in applying these well known scientific principles to the service of broadcasting.

The principle used in obtaining directivity is known as the "wave interference principle" of light, heat and sound. It is a known fact that in wave motion, the wave apparently travels in a sinusoidal fashion; that is, there is alternately a crest and a trough of the wave. For example in sound, if two notes of the same tone or frequency and of the same intensity, emanate from different but nearby sources and arrive at a distant point so that the crests and troughs are together, or in phase, the sound will be louder than that produced by the same note from a single source. If, on the other hand, the crest of one arrives at a distant point at the same intensity as the trough of the second, or in other words, out of phase, the two tones will cancel each other and there will be no sound heard.

Applied to Radio

SIMILARLY in radio, if we can control the spacing between two sources of emission—a very simple matter—the amount of energy or intensity in each source, and the phase relations between each, we can add or cancel the signal at a distant point at will.

Recently this has been done in a simple, practical and relatively inexpensive manner at a radio broadcasting station, where the signal actually has been increased in one direction and eliminated in the opposite direction.

Not only can this type of directivity be accomplished, but also it is possible and practicable to obtain other results, depending upon the problem to be solved.

One of the difficulties in radio is the action of the so-called Heaviside layer, which refracts or reflects the signal sent in a skyward direction from an antenna. This also has been overcome in a practical manner by a simple control at the source of emission. In other words, this recent development has been designed to secure control *at the source* in both the horizontal and vertical planes,—that is, on the ground and in the direction of the sky.

The directional antenna is useful in problems of interference because, if interference is removed, the coverage of the station interfered with is automatically increased. For example, if there exists mutual interference between two stations, and each employs a directional antenna so as to eliminate this mutual interference, there is a double gain, particularly if the population residing between the two stations is relatively small as compared to the population living on the other side of the stations. This double gain is the increase in coverage area due first to the elimination of interference; and second, to the increase in area resulting from the gain in signal strength in the desired direction.

An Illustration

THIS CAN be illustrated aptly by means of diagrams in Figures 1 and 2. There are other methods of arranging the pattern to suit other conditions. Figures 1 and 2 relate to one condition only.

In Figure 1, it is assumed that two 1 kw. stations, A and B, operating on the same frequency, are so situated that they interfere with each other. If one station should cease transmission, the other could render a service to a radius of 60 miles and vice versa. This would represent what is usually found in practice for daylight operation.

But when both stations operate simultaneously, service can be rendered by each station to a distance of only 25 miles. This represents what one usually meets in practice during night time operation when interference prevails as a serious factor.

In this particular case, it is assumed that the dense population resides to the east of A and to the west of B.

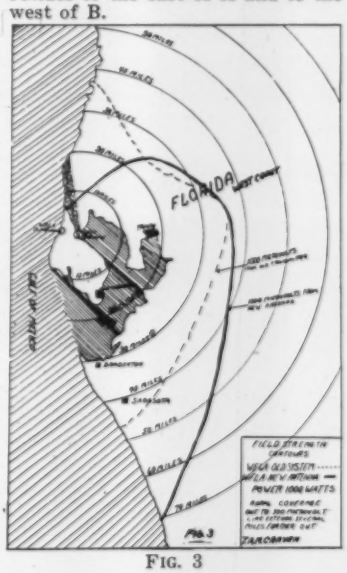


FIG. 3

Now if both A and B should cooperate in utilizing a directional antenna system, they could accomplish a result indicated in Figure 2.

In Figure 2 the dotted lines represent the old restricted coverage area due to the limitations of interference as shown in Figure 1. The heavy lines represent the new coverage. It is obvious that the double gain is a distinct advantage in this case, because not only is the area greater, but also the population. It can be seen that the "circulation," which is of interest to the advertiser, is increased remarkably. The night coverage has been increased from 25 miles to 60 and 84 miles depending upon the direction.

In the event that the population distribution is such that it is desired to secure the advantages of daylight conditions, the directive antenna can be so constructed that, by a simple throw of a switch, it will give all around coverage to the original distance of 60 miles, which is the original daylight radius shown in Figure 1.

Practical Application

IN THE EVENT that the location of stations A and B, shown in Figure 1, with respect to their population is such that it would be too much of a sacrifice to reduce service to the eastward in the case of station A and to the westward in the case of station B, the two stations could be moved closer to one another. Thus, most of the population formerly receiving service would still receive service when the directional antennas were used, and there would be the double gain of greater coverage.

In the first practical application of the directional antenna system to broadcasting, a problem existed at Radio Station WFLA, in Florida, which was in urgent need of results along the lines indicated in the system described herein. Such a system was installed.

The actual results, giving due consideration to the variations in ground conditions over the transmission path, show a remarkable coincidence with the results predicted.

With respect to the interference northward, there was a marked reduction noticed, and in Chicago the signal strength was reduced to an unmeasurable quantity, where before it was a source of objectionable interference. The reduction in interference again showed a remarkable coincidence with the predicted results.

However, within a small angle directly to the rear, that is, to the

(Continued on page 26)

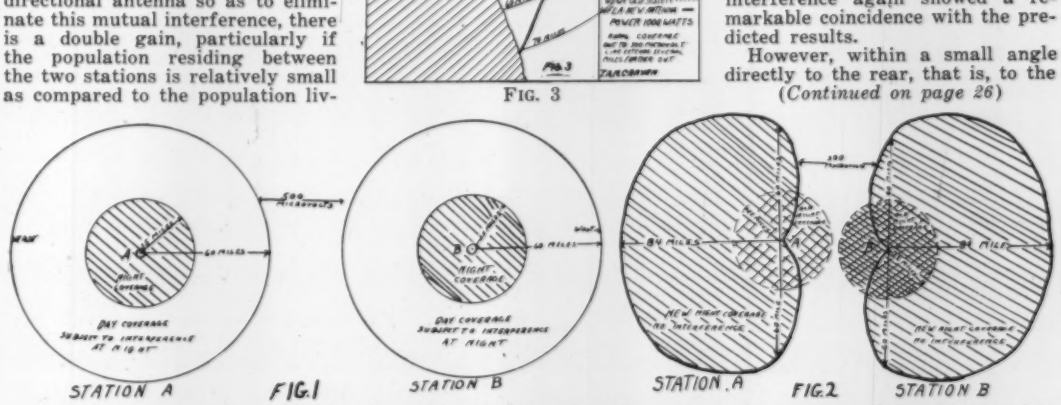


Fig. 1 shows reduction of service from 60 to 25 mile radius due to mutual interference between two 1 kw. stations. Fig. 2 shows how directional antennas will eliminate interference experienced at 25 mile radius and increase service area from the 25 miles to 84 miles. Fig. 3 shows field strength contours of WFLA with old system and with new antenna.

Radio Rate Issue Now Before I. C. C.

Oral Arguments Completed; Decision Seen by Fall

THE QUESTION of Interstate Commerce Commission jurisdiction over broadcast advertising rates, on the theory that stations are public utility common carriers within the meaning of the Transportation Act, was squarely placed before the I. C. C. with the presentation of oral arguments before the Commission sitting en banc June 15. Growing out of the complaint of the Sta-Shine Products Co., of New York, against NBC and WGBB, Freeport, N. Y., the case for the first time raises this issue, considered of fundamental importance to the industry.

Following the hearing, the Commission referred the entire case to Commissioner Hugh M. Tate, who was instructed to bring forward a report for Commission action. Because of a heavy pending docket, chances for a decision prior to next September or October are considered remote. Only the jurisdictional question is being considered, Commissioner Tate informed BROADCASTING, and because of the novelty and importance of the question, it is being given most careful consideration.

Has Examiner's Report

BESIDES the complaint of Sta-Shine, the Commission also has before it the report submitted by Examiner W. M. Chesaldine April 6 following a hearing in New York, in which he recommends dismissal of the case. The examiner held that broadcasting stations are not common carriers for hire within the meaning of the law, and that the I. C. C. is without power or authority to regulate or otherwise control their rates, charges, rules, regulations and practices.

The opinion prevails here that because of the importance of the case, extra efforts will be made to pass on it during the July conferences of the Commission, and prior to its recess over August. Railroad rate cases and other litigation having prior position on the docket, however, first must be disposed of.

Commissioner Tate explained that should the Commission conclude that it has no jurisdiction over broadcast rates, as recommended by Examiner Chesaldine, the case will be dismissed, and the issue disposed of, unless it is appealed to the Federal courts. Should it hold, on the other hand, that the I. C. C. does have jurisdiction, further hearings will be held before an examiner on the merits of the specific complaint of Sta-Shine, in which it alleged both NBC and WGBB charged exorbitant rates for time on the air, and discriminated in their practices.

I. C. C. Control Opposed

IN THE ORAL arguments June 15, which were presented before the full Commission rather than a division as is the usual practice, Frederick H. Wood, of New York, counsel for both NBC and WGBB, contended that broadcasting stations are not subject to Commission rate jurisdiction. "NBC does business under private contract," he said, "and it is engaged in no point-to-point transmission. It is therefore not a common carrier and not subject to the Interstate Commerce Commission as to regulation of rates."

Pointing out that broadcasters are subject to Radio Commission regulation and that licenses from the Commission specifically exclude broadcasting stations from entering point-to-point communication, Mr. Wood said "it is inconceivable that it was the intent of Congress to extend the jurisdiction of the commission to the regulation of business so foreign to its existing jurisdiction as the furnishing of entertainment or of advertising."

For Sta-Shine, a company incorporated shortly before the complaint was filed last fall, Ernie Adamson, its counsel, argued that the I. C. C. had jurisdiction over the transmission of intelligence in interstate commerce, and that broadcasting was such transmission. "Broadcasting," he said, "is a method of communication which is nothing more nor less than wireless telephone communication."

Several years ago, Commissioner Joseph Eastman testified before a Senate Committee that the I. C. C. informally had ruled that it had no jurisdiction over broadcast advertising rates. He said that this was his personal opinion, but that since there never had been a formal complaint which was carried to its logical conclusion, the Commission could not be committed to final judgment on this question.

Gift for the Greeks

DAILY WEATHER reports in the Greek language for the especial benefit of sponge divers in the Gulf of Mexico is the newest service offered by WRUF, Gainesville, Florida's state-owned station. The service is the outgrowth of a meeting held by Greek residents of Tarpon Springs, base of the great sponge fleet, to provide sponge divers with advance information as to weather conditions. Demetrios Dakos, native Greek, was engaged by Maj. Garland Powell, director of WRUF, to make the announcements at noon.

Network Incomes Again Gain Over Last Year

THE FIRST five months of 1932 found network incomes from the sale of time considerably ahead of that for the same period last year. Combined NBC and CBS time revenues through May amounted to $19,813,071, compared to $14,568,333 during the same five months of last year.

During May, NBC grossed $2,305,448 on its various networks and stations, which compares with $2,101,525 during May last year. CBS grossed $1,326,994 as against $934,098 during the same month last year. Together, the two network organizations grossed $3,632,442 during May of this year as compared with $3,035,623 during the same period last year.

Quit the Sucker League!

Station Head Opens Drive on Free Advertising Schemes, Asking Support of All Broadcasters

THIS COUNTRY is full of joiners, but just now the broadcasting industry needs a few resigners.

As a means of combating the horde of "kind offers" of sustaining features to stations on a non-pay-no-charge basis, S. G. Persons, general manager of WSFA, Montgomery, Ala., is circularizing every broadcaster in the country with resignation blanks from the "Sucker League of America."

Following up the arguments set forth in an article in the May 15 issue of BROADCASTING, Mr. Persons has launched an active campaign to wake up every broadcaster to the dangers and trickery of free advertising.

The Sucker League, from which each station is asked to resign, is "an organization founded and fostered by certain big-hearted 'institutions,' 'associations' and a few advertising agencies and station representatives who believe in the old saying that *'There is one born every minute'* when thinking of radio stations," the resignation blank states. It continues:

"RESOLVED, That time is all we have to sell—therefore, when we give it away we are not only undermining our future existence, being unfair to our local and national customers who pay us for time and talent, but also making ourselves the laughing stock of certain firms and individuals who make their living (in cash) by persuading radio stations to run free under the guise of 'high class sustaining programs to help fill in your spare time'—transcriptions, lectures and talks which are nothing in the world but advertisements, sometimes disguised, but usually not even taking the trouble to hide their identity.

"THEREFORE, The undersigned radio station hereby pledges itself to promptly consign to the waste basket all kind offers to supply us with radio features of this kind and to stop as soon as possible all such features now running for which no pay is being received.

"FURTHERMORE, We express our appreciation to the large majority of advertising agencies and station representatives who realize that cash income is necessary to the life of a radio station and who consequently never ask us to schedule any program of announcements other than at our published rates."

CALL LETTERS of WCOH, Greenville, N. Y., operated by Westchester Broadcasting Corp., will be changed to WFAS, effective upon the removal of its transmitter to White Plains, N. Y.

Don Lee Shifts to KHJ All His Net Productions; Bay Setup is Changed

By HAROLD HOCK

SAN FRANCISCO, Cal.—The fortnight just concluded was marked by more wholesale changes than probably have ever occurred in San Francisco radio. Four leading stations were involved in great shakeups.

KFRC, operated by the Don Lee System, loses all its sustaining programs, with KHJ, Los Angeles, being named production center. Only five sponsored periods will go out from KFRC. They are the Happy Go Lucky Hour, Ed and Zeb, Simmons Mattress, Eno Crime Club and Feminine Fancies. The Golden State Milk Co. ceases sponsorship of the famed Blue Monday Jamboree on July 4 and it is doubtful if that two-hour coast-wide period will continue.

Several people leave KFRC, including Meredith Willson, who goes to NBC as a musical conductor. Willson's former KFRC job is taken by Walter Kelsey. Others to leave are Edna Fischer, Caltana Christoph, Robert Olsen, Bill Goodwin, Charles Bulotti, Clark Sisters and Earl Towner.

KFRC's schedule, henceforth, will include CBS and KHJ programs, transcriptions and local sponsored features.

With KPO transferring to NBC under permission recently granted by the Radio Commission, NBC is shifting many artists and policies in reorganizing the former Hale Bros. and Chronicle station. Some 25 of the staff may be retained. J. W. Laughlin, returns to an executive position in the Hale department store whence he came, and Jean Campbell Crowe moves from her program directorship at KPO to a job on the NBC production staff.

Mahlon Merrick is out of KGO as a musical conductor, and Charles Bulotti joins NBC to sing on a General Paint Co. program. Betty Kelly leaves NBC.

Other changes being made are at KYA, which is owned by NBC but operated independently. The station's outstanding variety program "On With the Show," an informal night period, is off the air for the summer months and replacing it is a remote control broadcast of Ted Fio-Rito and band from the Hotel St. Francis. Several of the staff have been let out and all others are working on a spot basis.

Goelet Station Favored

GRANTING of the application of Peter Goelet, son of the New York banker, for a 50-watt station on 1210 kc., to be located on the Goelet estate at Chester Township, N. Y., was recommended to the Radio Commission June 17 by Chief Examiner Yost. Simultaneously, Mr. Yost recommended that WMRJ, Jamaica, N. Y., now licensed for one-fourth time on the same wave, be deleted for violation of regulations, despite the fact that the Goelet application sought only a portion of WMRJ's time on Saturdays and Sundays. Goelet hopes to make his station a "model" unit, to be built "without regard to ultimate cost" and to devote only 10 per cent of its time to commercials.

NAB Credit Unit Urged by Stations

Resolution Adopted at Radio Session of AFA Meeting

TO SAFEGUARD radio stations from "an unprotected credit position," the broadcasters attending the NAB departmental session of the Advertising Federation of America at the Waldorf-Astoria, New York, June 20, endorsed a resolution calling upon the NAB executive committee to form an advertising agency recognition and credit structure along the lines of those already established by the American Newspaper Publishers Association and the Periodical Publishers Association.

Although this proposition has been proposed repeatedly for the last few years, it has never been acted upon by the NAB. The broadcasters, exchanging views at an informal meeting that followed the regular session, were strongly in favor of immediate action because of "abnormal economic conditions." Many instances were cited of failures of broadcasters to collect amounts due them from agencies and time brokers, whose accounts were accepted without scrutiny into their financial responsibility.

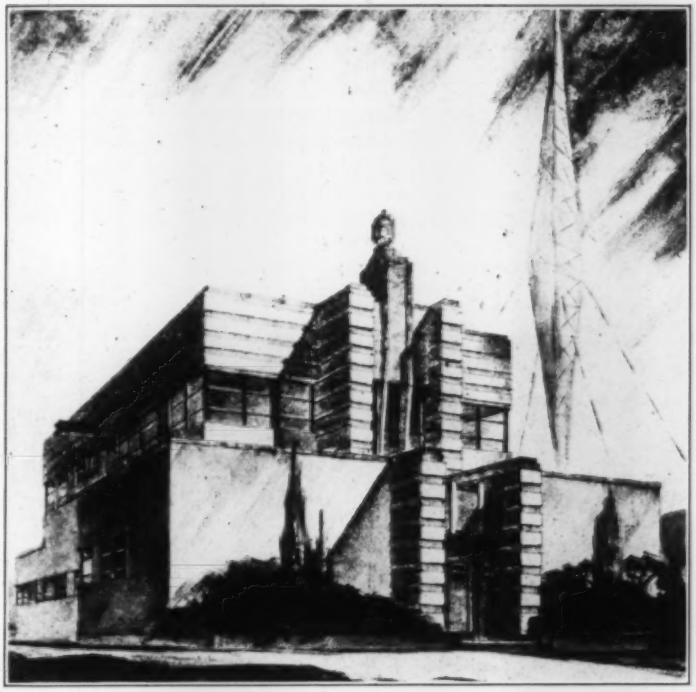
It is expected the resolution will be brought before the NAB convention in St. Louis next November.

14 Agencies Organize Exchange Service Unit, Plan Expansion to 50

FOURTEEN small but substantial advertising agencies have organized a cooperative network under the name of Allied Service Agencies and aim to expand to a membership of 50 or more with a branch in each principal city.

Better service for clients is promised through the exchange of first hand market data among members, cooperation on dealer activities, follow-up on inquiries where no dealer is established and the like. This service will be handled on an hourly rate fixed by each member and recorded with all other members.

There will also be a mutual interchange, with client consent, of material which has proved successful in local or sectional advertising campaigns. Members of the group are: Chicago, R. W. Sayre Co.; Akron, O., Brown Advertising Agency; Baltimore, H. Lesseraux & Co., Inc.; Buffalo, Japha Advertising Agency, Inc.; Cincinnati, Frederick W. Ziv, Inc.; Cleveland, Humphrey & Prentke, Inc.; Dayton, Hugo Wagenseil Advertising Company; Erie, Pa., The Yount Company; Lewiston, Me., Ray Mills Advertising Agency, Inc.; Los Angeles, Scholts Advertising Service; Oshkosh, Wis., Dean W. Geer Company; St. Louis, Oakleigh R. French Advertising Agency; San Francisco, Theo. H. Segall Advertising Agency; and Troy, O., Ralph W. Dalton Advertising Agency.



Drawing of WCAU Transmitter Building

THE ULTRA-MODERN transmitter building being erected by WCAU, Philadelphia, to house its 50 kw. transmitter is scheduled for completion July 1 and operation the latter part of the month. The structure is located in Delaware county. RCA Victor Company is installing the new equipment.

A 500-foot vertical boom shaped radiator of structural steel will serve as the antenna system. This huge mast is supported on a cast-iron ball only eighteen inches in circumference supported by four guide wires. Radiating from this mast will be almost ten miles of wire forming the ground network.

The project covers 20 acres with an extensive network of ground wires and auxiliary equipment in addition to the transmitter building. The total expenditure will be $300,000, the main building alone costing $50,000.

The building exterior is of a dark rose colored brick and stainless steel. The first floor houses the rotating machinery, cooling unit and the power transformers. The second floor contains the transmitting equipment, reception rooms, control rooms, offices, dining rooms and also the new 1 kw. short wave equipment. The entire plant will be electrically operated throughout.

Although the project will be modern and comprehensive, a plan will be followed to provide for any future growth of WCAU, by the addition of building wings whenever needed. These wings when built will all conform with the general architectural scheme now being followed.

As a protective measure for airplanes flying in this section the specifications issued by the Airways Division, Commerce Department, will be followed. An observation beacon will be placed on the roof of the building with a 24-inch revolving aeronautical beacon light. The mast will be painted in alternating sections and a double system of lighting will be installed so that should any light fail, the emergency system will automatically turn on.

Baker Planning 150kw. Station at Nuevo Laredo

MEXICO appeared in the radio news again during June, with reports that Norman T. Baker, former operator of KTNT, Muscatine, Ia., is planning a 150 kw. station at Neuvo Laredo, opposite Laredo, Texas, and that a syndicate of Los Angeles men has secured authorization from the Mexican government to erect a 75 kw. station at Ensenada, Lower California.

The Baker station, it was said, will be known as XENT and will be used by Baker in his campaign for the governorship of Iowa, for which he is an independent candidate. The Ensenada station, reports state, will have a directional antenna designed to direct its signal toward the United States. Ensenada is a resort town reached by steamship from Pacific ports.

Store Lists Programs

WHEN all newspapers of New Orleans recently decided to eliminate radio program schedules entirely, the Maison Blanche, leading local department store, immediately began carrying the listings in full as part of its regular display advertising. It is expected that other stores will follow suit, giving listeners even more complete program data of local and distant stations than they formerly had in the newspaper columns. The newspapers claimed that lack of space forced their new policy, but they have been protesting against radio competition.

LICENSED amateur radio stations increased from 22,739 a year ago to 31,859 as of June 15, 1932, according to William D. Terrell, radio chief of the Department of Commerce.

WBAL-WJZ Test Extension Granted

Experiments Must End Sept. 1; WTIC-WEAF Service Ends

AUTHORITY to continue its experimental synchronous operation with WJZ, New York, until Sept. 1, if that much time is necessary, was granted WBAL, Baltimore, by the Radio Commission Wednesday, June 15—the day on which tests were to have ended. WTIC, Hartford, sharing time on the 1060 kc. with WBAL, discontinued its synchronous operation with WEAF on that day.

Action was taken by the Commission after it had been informed by a delegation headed by Senator Tydings, (D.) of Maryland, that abrupt cessation of full-time operation by WBAL, made possible since March of 1931 by the synchronization tests, would be a severe blow to listeners of Baltimore and its environs who would be deprived of full NBC blue network programs. Abrupt cessation of the tests, it was said, would also hit the station and the network by requiring the cancellation of many contracts.

On May 27 the Commission, upon finding that synchronization on clear channels is not technically feasible during regular program hours, ordered the tests to end and instructed WTIC and WBAL to resume one-half time operation on their joint clear channel.

On June 14 the Commission considered a petition from WBAL, asking for an extension of the tests until Sept. 1 to permit it to "readjust" its schedule in such a way as to avert economic hardship and to afford continuous program service. The request was denied by a 3 to 1 vote, Lafount dissenting, and Brown being absent. Next day, after hearing Senator Tydings and others of the delegation and receiving the assurance that no further extension would be sought beyond Sept. 1, the four commissioners granted the extension by unanimous vote. A telegram favoring extension also was received from Gov. Ritchie, of Maryland.

It is understood in the interim, WBAL will seek a full-time regional assignment, with 1 kw. at night and 2½ kw. day, to permit it to cover the Baltimore market regularly.

Radio Continuity Used In Press Advertisement

AN UNUSUAL instance of a newspaper-radio advertising tieup was tried by the Gimbel Brothers store, owner of WIP-WFAN, Philadelphia, recently in an advertisement placed in the PUBLIC LEDGER. The newspaper advertisement was devoted almost entirely to a word for word copy of the continuity used by Jean Dale, the Gimbel Shopper, in discussing the item advertised over the air.

Introducing the published advertisement, Gimbel Brothers stated: "The great store of Gimbel Brothers, Philadelphia, makes skillful use of both newspaper advertising and radio to sell hats."

BROADCASTING

THE NEWS MAGAZINE *of* THE FIFTH ESTATE

MARTIN CODEL, Editor
SOL TAISHOFF, Managing Editor
F. GAITHER TAYLOR, Advertising Manager

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Liability in Libel

BROADCASTERS are in more of a dilemma than ever as to their liability for libelous statements made through their microphones. Notwithstanding the clear-cut language of Congress in the Radio Act specifically prohibiting stations from censoring speeches of political candidates there now comes an opinion by the Nebraska Supreme Court holding stations equally accountable with speakers. The consensus among radio lawyers in Washington is that the opinion misconstrues the Federal law. Moreover, the court is obviously incorrect in the conclusion that newspapers and radio stations are absolutely analogous in their "publishing" operations and should be held accountable for libel in exactly the same way.

Because the opinion is the first ever rendered on broadcast libel, it is of fundamental importance. The determination of the NAB to see it through the Supreme Court of the United States is essential.

The decision reversed the trial court ruling, which absolved the station—KFAB of Lincoln—of all guilt after considering all of the evidence and held that the station had exercised "due care" and had complied with the Federal law in permitting the speaker to deliver his address without censorship. That opinion seemed plausible, because it was based on circumstances peculiar to the case. The appellate court, however, wanders off into a theoretical discussion of what broadcasting is and attempts to lay down a rigid rule of libel in plain conflict with the Federal law, and even in conflict with certain of the conclusions it reaches in its own opinion.

The case involved the suit of one Sorensen, attorney general of Nebraska, against one Wood, an attorney of Lincoln, and KFAB, for statements made by the former over the station. The court remanded the case after concluding that the station owner is no different than the newspaper owner and is equally liable for the libel. KFAB may appeal. If it does, the NAB will intervene and provide the best available legal talent to uphold the rights of the industry. If not, other means will be resorted to, under NAB auspices, to have the same issue tested by the highest tribunal.

The Nebraska court interpreted Section 18, the political section of the Radio Act, to mean that the prohibition of censorship of material broadcast merely prevents the station from censoring the words as to their political and partisan trend, but does not give the station any privilege to join and assist in the "publication" of a libel, nor grant the station immunity. In one breath, the court admits that stations cannot censor. In the second, it says a station must censor libelous statements to protect itself.

Section 18 has been interpreted officially as meaning that stations may not censor the addresses of candidates, but that addresses made by others in behalf of candidates are subject to censorship. The latter provision may apply to the speech of Wood. But the circumstances were peculiar in that Wood spoke on time purchased by a candidate. Whether or not Section 18 does apply, however, seems a matter of judicial determination on the particular set of facts. The case did not warrant an opinion of the sweeping, all-inclusive character written by the court.

The court used the hackneyed and attractive newspaper analogy, carrying it to an almost fantastic conclusion. It is grossly unfair and far-fetched to apply the same rigid principles of libel that govern the printed word to the spoken word, even if Congress had not seen fit to provide for it in the law. A newspaper editor has ample opportunity to blue-pencil every line of copy he prints. A station owner, under the law, cannot even demand a copy of a speech of a political candidate for censorship purposes, and he has no way of erasing the words that a speaker may utter extemporaneously before the microphone.

Moreover, the court forgets that a station, operating under franchise from the Federal government, is amenable to very strict regulation. Newspapers, enjoying subsidies running into millions of dollars annually under second-class mailing privileges, are not regulated by the Federal government in any way.

The Nebraska opinion is reasonable on certain collateral conclusions and questions incident to the main issue of libel. It seems correct in holding that radio stations are not public utility common carriers under available law. Broadcasters will readily admit the court's conclusion that radio is powerful and influential in moulding public opinion and that it sells goods with the best of the printed periodicals. But the conclusions on libel to us seem to be weak and unconvincing. It is well that they will be given a Supreme Court review.

Sex Stuff on the Radio

ALTHOUGH Peter Dixon makes some pertinent observations about the slowness, if not the unwillingness, of radio and agency folk to accept new program ideas, we find ourselves constrained to disagree with him on at least one of the points he raises. Since radio programs can seldom be repeated and are soon lost to the limbo of the wave lengths, he is perhaps right in asserting that those offering new ideas be given a more willing ear. But we think he is altogether wrong in his insistence that radio advertisers might well take a cue from periodical advertising and carry more of the "elemental" appeal of sex and sophistication.

Metropolitan America is not America, as Peter Dixon himself should know as an Oklahoma lad who migrated to the big city not so long ago and made good in journalism and radio. The tastes of our big cities are not always the tastes of our rural communities. The charge has all too frequently been heard that New York rules the ether waves, that fashions in radio programs are dictated by the metropolitan mind. Offsetting this of late has been the increasing number of network programs emanating from other cities; more and more, it is to be expected, will emanate from still more cities.

The "elemental appeal" perhaps would be pleasing on the radio to some portion of the metropolitan audience. But the great bulk of the national audience is in small towns and on farms. Without going into the merits of their prejudices and predilections, we believe these rural folk would deeply resent sex and sophistication on the radio—even those who stayed up to listen to late evening programs, which Mr. Dixon would make more spicy.

We believe the broadcasters, especially the network program builders, are doing well to avoid offending this tremendous portion of the body politic. Call them denizens of the Bible Belt or what you will, they are an integral part of the national audience and they are important purchasers of radio advertised goods. Al Jolson's type of racy humor, great stuff for the paid attendance at big city theaters, was a flop on the radio because of the unfavorable reaction of rural America. Ed Wynn, on the other hand, never tells an off-color joke on the radio, and he is a huge success everywhere.

Radio should not—and we do not believe it does—appeal only to the level of the 12-year-old. But its appeal should be made as universally inclusive as possible. The universal appeal, say what critics will, is not sophistication. Sex stuff on the radio, while it might please a handful of metropolitan sophisticates, would displease so many more city and rural dwellers that broadcasting would face criticism it can ill-afford to attempt to withstand. More than that, we seriously doubt whether sophisticated programs of that sort could gain sales or good will for any kind of product.

The RADIO BOOK SHELF

THE INSIDE of a broadcasting studio, with its comedies and tragedies and hopes and fears inspired by the irresistible power of the great unseen audience on the other side of the microphone, forms the basis for the first novel about broadcasting, "Static" by Rupert Hughes (Harper & Brothers, New York, $2.)

Rupert Hughes must have spent untold hours with broadcasters in preparing "Static," for in it he portrays vividly and accurately a picture of a studio and all its characters.

"All the world is radio and static is most of the trouble in it," says Starr Bodine, young engineer struggling with television problems, and from this thought Mr. Hughes models his story. How beautiful Holly Sloan, with wide-eyed country innocence crashes her way into the studio and into the hearts of millions of listeners brings out keenly the romance of broadcasting.

PUBLICATION of plays written for the radio by two of the foremost playrights in the field in England was greeted with enthusiasm by the British press because it marked a forward step in the development of this type of drama. The volumes are "Radio Plays" by L. du Garde Peach (Newnes) and "Squirrel's Cage and Two Other Broadcast Plays" by Tyronne Guthrie (Cobden-Sanderson). The plays have been put on the air by the British Broadcasting Corp.

We Pay Our Respects to—

LEO J. FITZPATRICK

REMEMBER the "Merry Old Chief" and his Kansas City Nighthawks over WDAF? Well, he's still very active in broadcasting. His cheery voice isn't heard over the wave lengths quite so often, but in a less ostentatious way his influence has been felt and is still being felt in the development of broadcasting in the United States.

An ex-newspaperman who combines showmanship with a good business sense—that's Leo J. Fitzpatrick, general manager and part owner with "Dick" Richards of WJR, Detroit. How well he can function behind an executive desk has amply been demonstrated by the fact that WJR, left out on a limb financially a few years ago, is now one of the best developed broadcasting properties in the country.

"Fitz" has taken an active part in radio movements, both local and national, for many years. In 1924, he represented all newspapers interested in radio at the Hoover conference out of which developed the Federal Radio Commission. At that time he was the "Merry Old Chief" and otherwise the chief factotum of WDAF, of the KANSAS CITY STAR.

It was from the early Hoover conferences that he grasped the vision of radio as a new industry of tremendous public service possibilities as well as a medium of mere entertainment. His success at WDAF led "Dick" Richards to bring him to Detroit to take the helm at WJR, which he soon developed into real community leadership. His interest in the problems of radio as a whole has led him to take a continuingly active part in all activities of the NAB, of which he is a director.

"Fitz" is remembered as the genial host of the NAB at its annual convention held in Detroit last October. During the most successful convention ever held from a business as well as entertainment standpoint, "Fitz" seemed to be everywhere at the same time. A formal resolution expressing to WJR and its guiding genius the appreciation of the delegates was unanimously endorsed.

Leo Fitzpatrick was born in Wichita, Kansas, in 1895. Before taking over the radio department of the KANSAS CITY STAR, directing WDAF, he tried out such diversified pursuits as a college course in engineering, newspaper reporting, the Navy and the Chautauqua platform.

From the University of Kansas, he went to a newspaper job in Butte, Mont., later joining the KANSAS CITY STAR as a feature writer, covering such important assignments for that newspaper as the American tour of Marshal Foch and President Harding's ill-fated western trip. Because he could sing and talk and because he had a lively mind for originating new ideas he was chosen to handle WDAF when that station was started. One of his first ideas was the creation of Nighthawks.

It is typical of the kind of loyalty that "Fitz" engenders that the small group of associates working with him to build WJR now form the nucleus of his present large staff. His volatile spirit, perhaps a throwback to Irish ancestors, and his energetic eagerness to meet each day's task, soon stamped itself on his entire organization. The Fitzpatrick brand is now not only on WJR but on WGAR, Cleveland, operated by his early assistant at Kansas City, John F. Patt. Ralph Patt, brother of John F., is now a leading announcer on WJR.

Only occasionally does "Fitz" take the microphone himself these days, that usually when WJR becomes the official voice of the people it serves in matters of public moment.

"Fitz" refuses to acknowledge any particular hobbies other than his radio station, but he is vitally interested in a number of things. These include several Detroit clubs and philanthropic organizations, golf, card tricks and the theater. Of the many souvenirs he has of his varied career in radio and newspaper work, he values most a walking stick presented him and initialled by a group of the earliest announcers in the radio game, namely, Lambdin Kay, Bill Hay, George Hay, Gene Rouse, Harold Hough and John Schilling.

PERSONAL NOTES

WILLIAM S. PALEY, president of CBS, is expected in New York about July 1 from his honeymoon trip to Hawaii.

M. H. AYLESWORTH, president of NBC, has returned to New York from his trip to California in the interests of NBC and RKO. Recently named president also of RKO, he entered into arrangements in Hollywood whereby that film producing company will return to the air.

JOHN W. ELWOOD, NBC vice president, addressed a conference on education by radio at the convention of the American Home Economics Association in Atlanta June 20.

CHARLES E. PHELPS, of the NBC sales department, has succeeded Gene Hoge as night manager of the Chicago division of the network. Mr. Hoge has gone to KOA, Denver, as sales manager.

W. VAN WEART has succeeded Dudley Shaw as manager of KFJF, Oklahoma City.

DAVID CASEM, of the public relations staff of WOR, Newark, addressed the honor society of the local Barringer High School on "The Potentialities of Radio" June 16.

R. F. WHITE, formerly national advertising manager of the MILWAUKEE SENTINEL and WISCONSIN NEWS, has joined the commercial staff of WHAD, Milwaukee.

JACK FOSTER, radio editor of the NEW YORK WORLD-TELEGRAM, will sail for Europe July 25, conducting part of his column from there. Gerald Breitigan will be in charge of his column until his return a month later.

JOHN B. CLOTWORTHY is the new manager of WNOX, Knoxville, Tenn. He was formerly with WGST, Atlanta.

RICHARD C. SINSEL, associated for the past three years with radio stations in Cleveland, and Joseph A. Hilegas, an advertising and merchandising man, have joined the sales staff of WORK, York, Pa.

FRANK E. MULLIN, NBC director of agriculture, at Chicago, has been appointed a national director of the Izaak Walton League of America, which fosters development of natural resources and protection of wild life of the nation.

FREEMAN H. TALBOT, director of KOA, Denver, announces the appointment of Eugene Hoge, formerly with the NBC sales force in Chicago, as commercial manager of KOA.

HARRISON HOLLIWAY, manager of KFRC, San Francisco, is passing out cigars—and good ones, at that—honoring the birth of a second son, named Kingan.

GORDON ANDERSON, formerly manager of CKOC, Hamilton, Ont., and a former stock theater manager in Canada and motion picture actor, has been elected vice president and general manager of CKOK, Windsor, Ont.

BEHIND THE MICROPHONE

HAROLD BOLAND, announcer of WDAF, Kansas City, has resigned to join the announcing staff of KMOX, St. Louis.

RAYMOND PAIGE, musical director of KHJ, Los Angeles, will be guest conductor in the Hollywood Bowl the evening of July 29. Besides directing the orchestra for the "Symphony Under the Stars," at this time he will also direct the ballet group in interpretive dances.

ORRELL I. HANCOCK, formerly with the production department of CBS, has been appointed to the production staff of WLW, Cincinnati, according to an announcement by John L. Clark, general manager. Rikel Kent, for the last few months announcer and member of the Crosley Theater Players, has been appointed to the studio directing staff, Mr. Clark also announced.

VAN FLEMING and Don McNeil, who do the daily Van and Don program over NBC's western network from San Francisco, are off the air for two months with August 29 set as their returning date. Layoff is part of a national economy move by Quaker Oats.

MONROE UPTON, formerly with KFRC but now with NBC in San Francisco, was married June 24 to Bernadine Holdridge, who does Babette's fashion writings on the EXAMINER there.

BERT CARLTON, staff singer of KYA, San Francisco, won last week's national song contest staged by the Shriner's for the forthcoming July convention due here. Carlson's tune, "Shriners — You're Welcome" won over hundreds of competitors in judging by Don Gilman, NBC vice president; Paul Whiteman, Irving Berlin, Ed Little, president of Sherman, Clay & Co., and William Woodfield, Shriner's potentate.

THE CHARACTER of "Simpy Fitts" is back on the air after a long absence. Monroe Upton has revived his English character and is presenting it over NBC once weekly, from San Francisco.

TOM MURRAY, former film man, father of vaudeville's Murray Sisters and one of the "original" of all hill billies on the Pacific coast, is back to the air. He is heard once daily over KFI, Los Angeles, as an afternoon program and via KECA nightly for another broadcast.

MELVILLE RAY, Welsh tenor, is back at WLW, Cincinnati, after an absence of some six months caused by a nervous breakdown.

TED FIORITO, heard with his music over the NBC-KGO network nightly from the St. Francis Hotel, San Francisco, has just written "Three on a Match" and "From A. M. to P. M." His earlier hits included "Charley My Boy," "King for a Day," and "Laugh Clown Laugh."

MEREDITH WILLSON, one of the best known musical conductors in the west, has signed a contract with NBC, according to announcement by Thomas H. Hutchinson, manager of the NBC program department at San Francisco. Mr. Willson will make his debut on July 3.

RALPH NIMMONS, formerly with WHAS, Louisville, recently joined the announcers' staff of WLW, Cincinnati.

WALTER BUNKER, chief announcer of KFRC, San Francisco, was to marry Miss Marion Glide of Sacramento on June 24.

GEORGE BURNS and Grace Allen, featured over CBS with Guy Lombardo's orchestra, were in Hollywood in June to make some talkie shorts.

FELIX ADAMS, Jr., one time announcer at WSMK, Dayton, O., has joined the staff of WSAI, Cincinnati.

PAUL RICKENBACKER, KHJ, Los Angeles, has been appointed assistant production manager and head of the announcing staff.

VINCENTE HURTADO and Arturo Hernandez, Spanish musicians, are being heard during the summer over WOKO, Albany, N. Y. Hurtado is a marimbaist, while Hernandez plays the guitar.

DON CHISHOLM, announcer at KMPC, Beverly Hills, Cal., has been added to the radio staff of the Los ANGELES TIMES for news and open forum broadcasts from the newspaper to KHJ, Los Angeles, via remote.

FREDERICK LINDSLAY, professor of speech at Occidental College, Los Angeles, who is also a commercial announcer at KHJ on accounts of the Earnshaw-Young agency, was awarded a Ph.D. degree by the University of Southern California in June. His thesis was titled "Voice Quality."

ALICE FORSYTHE MOSHER, soprano, and Gordon Berger, baritone, formerly with KHJ, Los Angeles, but out of radio the past two years, have joined the staff of KFI, Los Angeles.

OLE OLSEN and Chick Johnson, vaudeville comedians, have signed with NBC and RKO and will open their radio engagement July 7 with the Fleischmann Hour, which features Rudy Vallee.

IN THE CONTROL ROOM

W. A. BAILEY, Boston transmission engineer, and C. F. Lynch, of the development and research department, A. T. & T., conducted tests in mid-June with a new ship-to-shore radio-telephone off the Massachusetts coast. Apparatus was aboard a steam trawler, the new system being designed to connect coast-wise vessels, fishing boats and yachts with the regular telephone system.

H. P. CHARLESWORTH, vice president of the Bell Laboratories, has been elected president of the American Institute of Electrical Engineers for the year beginning Aug. 1. Other officers elected are: vice presidents, J. Allen Johnson, Buffalo; E. B. Meyer, Newark; K. A. Auty, Chicago; G. A. Mills, Dallas. Directors, G. A. Kositzky, Cleveland; A. H. Lovell, Ann Arbor; A. C. Stevens, Schenectady. Treasurer, W. I. Slichter, New York.

CBS HAS retained William Kritz, former chief engineer of WJSV, Alexandria, Va., to take charge of the apparatus during the shutdown of that station for rebuilding. He will be on the engineering staff when it returns to the air in September.

G. C. CAMPBELL of the engineering staff of WOR, Newark, was married June 11 to Miss Betty Johnson, of Bloomfield, N. J. They are making their home in Roseville, suburb of Newark.

BORN, to Mr. and Mrs. James Wilkerson (operator of WTMJ, Milwaukee) a baby girl in June.

LUTHER MATHIOT, formerly with WGAL, Lancaster, Pa., is now chief studio engineer at WORK, York, Pa.

COMDR. B. V. McCANDLISH, former Atlantic communications officer of the U. S. Navy and a recent graduate of the Naval War College, has relieved Comdr. P. H. Bastedo as assistant director of naval communications under Capt. S. C. Hooper. Comdr. Bastedo has been assigned to sea duty as executive officer of the U. S. S. Indianapolis.

Named As Delegates

RESPONDING to the French government's invitation to send delegates from this country to the Fifth International Congress on Electricity, which will meet in Paris Aug. 1 to 6, the State Department has named the following to attend: Prof. A. E. Kennelly, of Harvard; Prof. Walter G. Cady, of Wesleyan; Prof. Roswell C. Gibbs, of Cornell; Prof. Harold Pender, of Pennsylvania, and Dr. Elihu Thomson, of General Electric Co.

Radio Libel Case to Supreme Court

(*Continued from page 8*)

fendant did maliciously publish the following language * * *".

The court then quoted certain of the statements, one of which was: "His promises to man are for naught and his oath to God is sacrilege, for he is a nonbeliever, an irreligous libertine, a mad man and a fool." Wood, it was brought out, spoke in behalf of W. M. Stebbins, candidate for the Republican primary nomination in opposition to Senator George W. Norris. Norris had previously spoken over the station, and KFAB claimed that the time used by Wood had been sold to Stebbins, and that it therefore could not censor Wood's address.

Wood and KFAB answered the suit separately. Among other things, KFAB contended that Wood was presented by Stebbins to speak on his behalf, and that it had no knowledge in advance of the context of the Wood address, except that it was a speech in favor of Stebbins and against Norris. KFAB declared that its first knowledge of any objection by Sorensen to the address came the following day, whereupon the station announced to its listeners four times that day a statement describing the affair and advising its listeners that it was not in sympathy with and did not in any way sanction Wood's statements.

Among other things, Sorensen charged KFAB with negligence, in that, when the speech was being made the station "negligently failed to use the level provided to prevent the publication of false and defamatory statements and negligently failed to stop said broadcast but maliciously assisted and enabled the defendant Wood to circulate the false, libelous and defamatory statements."

Court's Interpretation

THIS CONTENTION, however, was discarded by the court. "We do not think," it said, "this phase of the reply amounted to a plea or confession that plaintiff's action was grounded on the theory of negligence. The underlying basis for liability is libel, not negligent conduct."

Concerning the plea that Wood's speech was privileged, under the Radio Act itself, the court said:

"We do not think Congress intended by this language in the Radio Act to authorize or sanction the publication of libel and thus to raise an issue with the Federal constitutional provisions prohibiting the taking of property without due process or without payment of just compensation * * *. So far as we can discover, no court has adjudicated this phase of the statute and order. We reject the theory.

"For the purpose of this case we adopt an interpretation that seems in accord with the intent of Congress and of the Radio Commission. We are of the opinion that the prohibition of censorship of material broadcast over the radio station of a licensee merely prevents the licensee from censoring the words as to their political and partisan trend, but does not give a licensee any privilege to join and assist in the publication of a libel nor grant any immunity from the consequences of such action. The Federal Radio Act confers no privilege to broadcasting stations to publish defamatory utterances."

Criticising the lower court for its instructions to the jury, the higher court said it was "readily apparent" that the instructions were contradictory and confusing. One instruction, it said, advised the jury that certain parts of Wood's speech were "libelous per se," and another told them that, in determining whether the matter broadcast is libelous, they were to consider the entire speech, applying the understanding of the average man. It is likely, the court said, that the jurors did not understand the meaning of "per se" and believed the court was leaving to them the matter of deciding whether any of the material broadcast was libelous.

Compared to Newspapers

INVADING libel precedent involving newspapers, the court said it often has been held in newspaper publications, "which is closely analagous to publication by radio," that due care and honest mistake do not relieve a publisher from liability for libel.

"The defendant company, like most radio broadcasters," it continued, "is to a large extent engaged in the business of commercial advertising for pay. It may be assumed this is sufficient not only to carry its necessarily large overhead but to make at least a fair return on its investment. For it appears that opportunities are so attractive to investments that the available airways would be greatly overcrowded by broadcasting stations were it not for restriction of the number of licensees under Federal Authority.

"Such commercial advertising is strongly competitive with newspaper advertising because it performs a similar office between those having wares to advertise and those who are potential users of those wares. Radio advertising is one of the most powerful agencies in promoting the principles of religion and of politics. It competes with newspapers, magazines and publications of every nature. The fundamental principles of the law involved in publication by a newspaper and by a radio station seem to be alike. There is no legal reason why one should be favored over another nor why a broadcasting station should be granted special favors as against one who may be a victim of a libelous publication.

Not a Common Carrier

"THE DEFENDANT company alleges a misjoinder of parties defendant. The publication of a libel by radio to listeners over the air requires the participation of both the speaker and the owner of the broadcasting station. The publication to such listeners is not completed until the material is broadcast. As they must cooperate to effect the publication of the libel, there can not be said to be a misjoinder when they are sued together for damages resulting from their acts.

"The company also alleged that it was a common carrier of intelligence wire and wireless within the meaning of the Interstate Commerce Act. This has never been decided by any court. We know that licensees of broadcasting stations in their annual meetings and eminent counsel have taken the opposite view; and that in 1929 the American Bar Association adopted a resolution instructing its committee on radio law to oppose the enactment of any legislation declaring broadcasting stations to be common carriers, or as such, subject to a common carrier obligation with respect to the transmission of communications. We are of the opinion that the defense of the company that it is a common carrier is not available here."

Besides the Sorensen suit, two other $100,000 libel actions were filed against both Wood and KFAB because of the same speech. The Sorensen case, however, is the only one that has been tried.

Third of Stations Still Off Channels

May Report Shows 146 Deviate More Than 50 Cycles

ON THE EVE of the month when the 50-cycle deviation order for broadcasting stations became effective, there were still 37.2 per cent of the stations measured by the Radio Division of the Department of Commerce which failed to attain the mark, according to the May report just released.

Of the 393 stations checked, 247 or 62.8 per cent deviated from their assigned frequencies less than 50 cycles. Fifty-eight or 14.7 per cent deviated less than 100 cycles, 48 or 12.4 per cent less than 200 and 40 or 10.1 per cent more than 200 cycles. This was the best record to date.

Following are the stations which made the 50-cycle honor call:

KDB, KDFN, KDKA, KECA, KELW, KERN, KEX, KFAB, KFAC, KFBK, KFDM, KFEQ, KFH, KFI, KFJI, KFJR, KFRC, KFSD, KFSG, KFVD, KFVS, KFWI, KFXJ, KGA, KGAR, KGCA, KGCX, KGER, KGEZ, KGFJ, KGIW, KGO, KGW, KHQ, KICK, KIT, KJBS, KJR, KLO, KLX, KLZ, KMA, KMBC, KMED, KMJ, KMMJ, KMO, KMOX, KMPC, KMTR, KNX, KOA, KOAC, KOH, KOIL, KOIN, KOL, KOMO, KOOS, KORE, KOY, KPJM, KPO, KPPC, KPQ, KQW, KRE, KRKD, KRLD, KRSC, KSD, KSL, KSOO, KSTP, KTAB, KTAR, KTBR, KTFI, KTHS, KVI, KVOO, KWG, KWJJ, KWK, KXL, KXO, KXRO, KYA, WAAB, WAAF, WAAT, WAAW, WABC-WBOQ, WABZ, WADC, WAIU, WAPI, WAWZ, WBAA, WBAL, WBBL, WBBR, WBEN, WBIG, WBMS, WBRE, WBSO, WBZ-WBZA, WCAC, WCAJ, WCAO, WCBA, WCBM, WCCO, WCFL, WCGU, WCKY, WCMA, WCRW, WCSH, WDAE, WDAF, WDBJ, WDOD, WDSV, WEAF, WEAN, WEBC, WEDC, WEHC, WENR, WFAA, WFBL, WFBM, WFBR, WFEA, WFI, WFIW, WFLA-WSUN, WGBF, WGCM, WGES, WGH, WGN-WLIB, WGR, WGST, WHAM, WHAS, WHAT, WHAZ WHB, WHDH, WHDL, WHEC, WHFC, WHK, WHN, WHO, WHP, WIBG, WIBO, WIBW, WIBX, WINS, WIP-WFAN, WIS, WJAG, WJAS, WJAY, WJBK, WJBW, WJKS, WJSV, WJTL, WJW, WJZ, WKAV, WKBN, WKBW, WKJC, WKRC, WKY, WKZO, WLAC, WLBX, WLBZ, WLEY, WLIT, WLS, WLVA, WLW, WMAL, WMAQ, WMBC, WMBQ, WMC, WMMN, WMT, WNAX, WNBH, WOAI, WOAX, WOC, WODA, WOI, WOKO, WOL, WOQ, WORC-WEPS, WOW, WPAD, WPEN, WPG, WPRO-WPAW, WPTF, WRAX, WRC, WRDO, WREN, WRHM, WROL, WRUF, WRVA, WSAZ, WSB, WSFA, WSIX, WSJS, WSMB, WSPD, WSUI, WSYB, WTAG, WTAM, WTAR, WPOR, WTFI, WTIC, WTOC, WWJ, WWL, WWRL, WWVA, WXYZ.

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

HOUSEHOLD FINANCE Corp., Chicago (loans) has contracted for local announcements over WTMJ, Milwaukee, following its network program. Charles Daniel Frey Co., Chicago, handles the account.

PHILIP H. MORRIS & Co., Ltd., New York (Marlboro cigarettes) is sponsoring William C. Stoess and his Flying Dutchmen orchestra Mondays and Thursdays, Lloyd Shaffer's Men at Arms orchestra Wednesdays and Fridays, and "Curtain Calls," series of miniature radio revivals of light operas Tuesdays and Fridays, 9:30-9:45 p.m., over WLW, Cincinnati. The Biow Advertising Agency, New York, handles the account.

ACCOUNTS reported by KPRC, Houston, include Willard Tablet Co., Chicago (medicines); Southwestern Bell Telephone Co.; Curtiss Candy Co., Chicago, and Reliance Mfg. Co., Chicago (men's work shirts).

JUNE ACCOUNTS of WSPD, Toledo: Berry Brothers, Detroit (paints); Greyhound Bus Lines, Cleveland; Davis Baking Powder Co., New York; F. W. Clements Products Co., Rochester, N. Y. (Kruschen salts); Sears, Roebuck & Co., local branch; Reliance Mfg. Co., Chicago (men's work shirts).

AIR-FLUE GAS FURNACE Co., Portland, Ore., on June 2 started its "Keep the Home Fires Burning" program over KPO, San Francisco, daily for 15 minutes. Account is handled direct.

J. C. ENO, Ltd., London, England, (Eno Fruit Salts) recently inaugurated the Pacific Coast edition of the Eno Crime Club over KFRC, San Francisco, and the CBS coast network. A special dramatic staff was organized under direction of Joseph Dis Stephany and Eugene Eubanks. Program heard Wednesday and Thursday, 8:30 to 9 p.m., PST.

THOUGH 5-minute speaking programs do not always click, KHJ, Los Angeles, has reported more than ordinary success for its "Blue Ridge Colonel" in three 5-minute talks each week for Janss Investment Co., Southern California subdividers. The "Colonel," whose identity remains unknown, takes the five minutes to tell a joke with south of the Mason-Dixon line as the locale.

THE PRODUCE REPORTER Co., New York, has signed for a daily except Sunday 5-minute program on WOR, Newark. Renewals on the same station include Littman, Inc., and Jones Beach Community, Inc.

NEW ACCOUNTS on KHJ, Los Angeles: General Mills, Minneapolis, (Bisquick) program, band music on 5-minute transcriptions six days a week, handled by World Broadcasting Co., New York; Goodall Worsted Co., Sanford, Me., through Lawrence C. Gumbiner, New York, once weekly program for Palm Beach suits.

CHAPPEL BROS., Inc., Rockford, Ill., (dog food), is using KFI, Los Angeles, for one year with a weekly 15-minute program of quartet and dog stories. Rogers and Smith, Chicago, handles the account.

NEHI BOTTLING Co., Glendale, Cal. branch, has spotted a 15-minute transcription twice a week over KFI, Los Angeles, and KFOX, Long Beach, and once a week on KFWB, Hollywood.

JACKSON FURNITURE Co., Oakland, Cal., on June 19 began five serial transcriptions over KTAB, Oakland. The account, placed by Frank Wright & Associates, Oakland, has 14 features weekly, including "Store Scenes," a daily morning sketch of romance and adventure in a big mercantile organization.

I. J. FOX FUR Co., New York, on July 25 starts a Monday, Wednesday and Friday feature over WABC, New York, 7:30-7:45 p.m. Account is handled by Peck Advertising Agency, New York.

R. B. SEMLER Co., New York, on Sept. 14 renews the Nell Vinick beauty talks over WABC, New York, for 52 weeks, Wednesday, 11-11:15 a.m. Erwin, Wasey & Co., New York, handles the account.

NETWORK ACCOUNTS

QUAKER OATS Co., Chicago, (breakfast foods), on Aug. 29 renews Gene and Glenn on NBC-WEAF network, daily except Sunday, 8 to 8:15 and 9 to 9:15 a.m., EDST. Lord & Thomas and Logan, Chicago, handles the account.

BAYER CO., Inc., New York, (Bayer Aspirin Tablets), on July 17 renews musical program on NBC-WEAF network, Sunday, 9:15 to 9:45 p.m., EDST. Blackett - Sample - Hummert, Inc., New York, handles the account.

GENERAL MOTORS, Detroit, (Buick, Oldsmobile, Pontiac Sales Corp.), on July 8 starts Paul Whiteman and his orchestra on NBC-WEAF network, Friday, 10 to 10:30 p.m., EDST. Campbell-Ewald Co., Detroit, handles the account.

RKO DISTRIBUTING Corp., New York, (motion pictures), on Aug. 26 starts dramatization of new film, "The Phantom of Crestwood," on NBC-WEAF network, Friday, 10:30 to 10:45 p.m., EDST. Account handled direct.

W. A. SCHAEFFER PEN Co., Fort Madison, Ia., (fountain pens), on Aug. 28 renews revue on NBC-WJZ network, Sunday, 9:45 to 10:15 p.m., EDST. McJunkin Advertising Co., Inc., Chicago, handles the account.

SWIFT & Co., Chicago, (Vigoro Fertilizer), on Jan. 29, 1933, renews musical program on NBC-WEAF network, Sunday, 5:30 to 6 p.m., EDST. J. Walter Thompson Co., Chicago, handles the account.

R. B. DAVIS & Co., Hoboken, N. J., (Cocomalt), on Oct. 3 starts "The Flying Family," a dramatic sketch, on NBC-WEAF network, Monday, Wednesday and Friday, 5:30 to 5:45 p.m., EDST. Ruthrauff & Ryan, Inc., New York, handles the account.

BALL BROTHERS, Muncie, Ind., (fruit jars), on June 21 started quartet in familiar songs on NBC-WJZ network, Tuesday and Thursday, 2:30 to 2:45 p.m., EDST. No agency.

M. J. B. Company, San Francisco, (coffee and tea), on June 20 renewed Demi-Tasse Revue on NBC-KGO network, Monday, 6:30 to 7 p.m., PST. Lord & Thomas and Logan, San Francisco, handles the account.

MIRACUL WAX Co., St. Louis, (wax), on Sept. 9 starts Harry Sosnik and William Moss, pianist, and Bess Johnson, home economist, on 25 CBS stations, Friday, 11 to 11:15 a.m., EDST. Anfenger Advertising Agency, Inc., St. Louis, handles the account.

THE GEORGE W. LUFT Co., Long Island City, (beauty products), has started Tangee Musical Dreams, originating at WLW, Cincinnati, over NBC-WJZ network, Tuesday and Friday, 10:15 to 10:30 a.m., CST.

LA GERARDINE Co., New York (hair tonic) on June 30 resumed its "Broadway Tintypes" Thursday, 8:30-8:45 p.m., EDST, over 22 CBS stations. The Biow Co., New York, handles the account.

PROCTOR & GAMBLE Co., Cincinnati (Crisco) on July 5 begins using the Mills Brothers over the CBS network, Monday and Thursday, 9:15-9:30 p.m., EDST, to advertise Chipso. The Blackman Co., New York, handles the account.

HAROLD F. RITCHIE, New York (Eno Salts) has revised its CBS contract to start June 14 for 52 weeks over 19 CBS stations, Tuesday and Wednesday, 9:30-10 p.m., EDST, featuring "The Crime Club." N. W. Ayer & Son, New York, handles the account. TIME, Inc., (Time Magazine) on Nov. 4 will renew "The March of Time" for 20 weeks, Friday, 8:30-9 p.m., EDST, over 37 CBS stations. Batten, Barton, Durstine & Osborn, New York, handles the account.

MARTIN - SENOUR Co., Chicago (paints and varnishes) on Sept. 24 will renew its contract for 24 CBS stations for 26 weeks, Sunday, 5:30-5:45 p.m., EDST, with type of program to be selected. Behel and Harvey, Inc., Chicago, handles the account.

MIRACUL WAX Co., St. Louis (Dri-Brite wax) on Sept. 9 renews "Magic Piano Twins" over 25 CBS stations for 13 weeks, Friday, 11-11:15 a.m., EDST. Anfager Advertising Agency, St. Louis, handles the account.

WILLIAM WRIGLEY, Jr., Co., Chicago (chewing gum) on Aug. 29 renews "Myrt and Marge" over 37 CBS stations for 35 weeks, daily except Saturday and Sunday, 7-7:15 p.m., EDST, with second broadcast to western stations 10:45-11 p.m. No agency.

WILLIAM WRIGLEY, Jr., Co., Chicago (chewing gum) on Aug. 29 will renew "The Lone Wolf Tribe" over 24 CBS stations for 35 weeks, Monday, Wednesday and Friday, 5:45-6 p.m., EDST. No agency.

BOURJOIS, Inc., New York (cosmetics) on Sept. 12 renews for 40 weeks over CBS Monday, 9:30-10 p.m., EDST. Redfield-Coupe, New York, handles the account.

LADY ESTHER Co., Chicago (cosmetics) on July 17 renews Wayne King and orchestra on the NBC-WEAF and supplementary and Pacific networks, Sunday, 3-3:30 p.m., EDST. Stack Goble Advertising Agency, Chicago, handles the account.

CARNATION MILK Co., Milwaukee (canned milk) on July 4 renews its "Contented Program" with the Grenadiers Quartet and Harold Stokes orchestra over an NBC-WJZ network, Monday 8-8:30 p.m., EDST. Supplementary stations are to be added Nov. 3.

MARYLAND PHARMACEUTICAL Co., Baltimore (Rem) on Sept. 25 will start a program to be determined over the NBC-WJZ network, Sunday, 6:45-7 p.m., EDST. Joseph Katz Co., Baltimore, handles the account.

AGENCIES AND REPRESENTATIVES

McCANN-ERICKSON, Inc., 285 Madison Ave., New York, is handling the following radio accounts: Beech-Nut Packing Co., Chesebrough Mfg. Co., Health Products Corp., James McCutcheon & Co., Pacific Coast Borax Co., Stanco, Inc., California Consolidated Water Co., Campana Corp., W. P. Fuller & Co., Golden State Co., Ltd., and Standard Oil Co. of California. Miss Dorothy Barstow is supervisor of radio.

LORD & THOMAS AND LOGAN, Inc., Palmolive Bldg., Chicago, is handling the following radio accounts: American Tobacco Co., Cities Service Co., Colgate-Palmolive-Peet Co., Horlick's Malted Milk Corp., Milk Foundation of Chicago, Montgomery Ward & Co., Pepsodent Co., and Quaker Oats Co. Henry Selinger is head of the radio department.

HANFF-METZGER, Inc., Paramount Bldg., New York, is handling the accounts of The Texas Company and d'Orsay Perfumeries Corp. Louis A. Witten is in charge of the radio department.

BATTEN, BARTON, DURSTINE & OSBORN, Inc., 383 Madison Ave., New York, is handling the following radio accounts: American Kitchen Products Co., Bohn Refrigerator Co., Congress Cigar Co., Continental Baking Co., Dunlop Tire & Rubber Co., E. I. duPont de Nemours & Co., General Baking Co., General Electric Co., General Motors Corp., Gold Dust Corp., Goodyear Tire & Rubber Co., Hoffman Beverage Co., Land O'Lakes Creameries, Larus Bros. Co., M. March & Son, Inc., McLaughlin Gormley King Co., National Biscuit Co. (Bennett's dog biscuit), J. L. Prescott Co., Salada Tea Co., Standard Oil Co. of New York, Waitt & Bond, Inc., and Wildroot Co. Arthur Pryor, Jr., heads the radio department.

HAYS MacFARLAND & Co., 333 No. Michigan Ave., Chicago, is handling the radio accounts of the Northwestern Yeast Co., O-Cedar Corp., and Pennzoil Co. Miss Madge Child is in charge of the radio department.

THE BUCHEN Co., 400 W. Madison St., Chicago, is handling the radio advertising of the Oliver Farm Equipment Co. and Red Top Steel Post Co. Howard W. Rose is in charge of the radio department.

EDMUND RUFFNER, formerly radio production manager for Erin, Wasey & Co., New York, has taken charge of the radio department of Benton & Bowles, New York agency. Herbert Polesie, formerly with Judson Radio Program Corp., is assisting him. They start this month on the General Foods Corp. account.

AFFILIATED Broadcasters' Association, 60 E. 42nd St., New York, station representatives, has changed its name to Federal Broadcasters "due to a similarity of names," according to R. Stuart, its managing director. The organization represents non-competing stations, following the fashion of special newspaper representatives, Mr. Stuart said.

FRED IBBETT, who has been associated with the British Broadcasting Corporation, NBC and CBS at different times, is now in charge of the radio production department of McCann-Erickson, Inc., at Chicago.

FRED A. PALMER, former manager of WAIU, Columbus, O., is now head of the newly established radio department of the Mumm-Romer-Jaycox Co., Inc., advertising agency of Columbus.

PROSPECTS

CHICAGO Associated Coal Yard Owners, 35 East Wacker Drive, is reported to be considering a cooperative newspaper-radio campaign. C. S. Clark, formerly with the National Confectioners Association, was recently appointed executive director.

EQUIPMENT

WJSV, Alexandria, Va., to become the CBS Washington outlet in September, will use the former 10 kw. Western Electric transmitter of WCAU, Philadelphia, now installing a new 50 kw. RCA Victor unit. The station is being moved to a new site on the Potomac River near Mount Vernon, where both main studios and transmitter will be located. The WJSV frequency control equipment built by Radio Research Co. will be retained and added to the WCAU apparatus.

THE FIELD STRENGTH measuring equipment used by the Shepard Broadcasting Service, operating the Yankee Network, was demonstrated to Washington radio officials and engineers by Paul DeMar, chief engineer of the Yankee system, the evening of June 15. Mr. DeMar brought the truck from Boston for the purpose, arrangements for the demonstration being made by George O. Sutton, Washington counsel for the Shepard interests.

A SYSTEM whereby as many as 3,000 receiving sets can operate independently on the same antenna without interfering with one another is described in a bulletin on "Radio Frequency Distribution Systems" just issued by Western Electric Co.

THE "VOICE BEAUTIFIER," demonstrated over the CBS network June 18 by O. H. Caldwell, former radio commissioner and now editor of ELECTRONICS, utilizes a modified form of the Pacent-Aceves compensating amplifier, according to C. A. Wyeth, of the engineering department of the Pacent Electric Co., New York. By means of this device the "vocal roughness" of speakers is "ironed out."

AS THE RESULT of a fire which demolished the studios of WFLA, Clearwater, Fla., new studios are under construction in the old WFLA-WSUN transmitter building. New accoustical creation of Insulite tile, special electric air filters and cooling plant, and cork floors will be used. Sound engineers are now installing a complete Western Electric input system though RCA microphones are to be used. Local programs for the present originate at the Bayview studio and an improvised studio on Clearwater Beach.

PROGRAM NOTES

"WITCH'S TALE" has just completed a run of 54 continuous weeks over WOR, Newark, and will be resumed July 4 after the cast takes a brief vacation. The program was planned by Lewis Reid, program director of WOR, and Alonzo Dean Cole, to utilize the witchcraft legends associated with Salem, Mass. In addition to Mr. Cole and Mr. Reid, the principals of the cast include Marie O'Flynn, Mark Smith, Adelaide Fitz Allan, 72-year-old actress who plays the Witch, and "Ed" Powell.

WESTERN AGRICULTURE, a new program for farmers of the Pacific Coast, made its debut over the NBC-KGO network June 11. Such organizations as the Future Farmers of America, the Pacific Coast Grange, the Farm Bureau Federation of western states, as well as many agricultural papers, are to be represented with special programs during the Western Agriculture series. Timely subjects concerning legislation, taxation and other important measures will be discussed.

ANTHONY J. FRAYNE, former journalist and college professor who is more popularly known as Tony Frayne, one of Philadelphia's first radio announcers, is presenting a program known as the "Diction-Air" over WIP-WFAN.

KDB, Santa Barbara, Cal., has inaugurated a program series for the Chamber of Commerce in the way of a "Believe it or Not" type of broadcast. Interesting spots, quaint customs, long-forgotten history are resurrected for the programs.

SIGNAL OIL AND GAS Co., Los Angeles, has started to publish a 4-page illustrated tabloid for distribution to radio listeners who hear its "Heroes of the Olympic" series once a week over the CBS-Don Lee Pacific coast network. It will be issued weekly until the close of the Olympic games.

"FLASHES" captions a new Sunday night half hour on KFRC, San Francisco, with Walter Bunker, chief announcer, presenting news events of the day, comments on unusual features and musical settings by the studio orchestra. It has been planned as a supplement to the regular daily news period.

A COMPLETE Newspaper of the Air is presented three times daily by KFXJ, Grand Junction, Col., containing not only news bulletins but editorials, household features and even exploitation of merchandising schemes and future programs. Staff correspondents are maintained in nearby communities and press dispatches are obtained from the United Press, Universal Service and the International News Service through the DENVER POST, which also makes available its own news.

A PROGRAM dedicated to June brides was presented by KJR, Seattle, last month, over the NBC-KPO network as its contribution to the Around the Network series.

BROADCASTS in the series on "You and Your Government," which have been presented over NBC networks under the auspices of the National Advisory Council on Radio in Education, will be continued through the autumn, winter and spring with a series of at least 40 programs, according to Dr. Thomas H. Reed, chairman of the Committee on Civic Education by Radio.

AN ALL-STAR cast for a new children's hour over KTM, Los Angeles, includes Harry Steward, formerly announcer at KVI, Tacoma; Billy Barron, once program manager of KPLA (now KECA); Dick Licence, lately chief announcer at KMPC, Beverly Hills; Doris Dickson, former Wampus star; Billy Evans, known as "Deacon Brown" in a series of transcriptions for Continental Broadcasting Corp. The cast enacts historical scenes from early days with California Indians.

WOC, Davenport, Ia., claims a record in "Firsts." It was the first station to have a continuous broadcasting schedule after the World War, it was the first station to broadcast a definite home economics program, the first to put the "daily dozen" over the air, the first to take a chain broadcast west of the Mississippi river, and the first in commercial programs with seven complete years of Crescent Macaroni and Cracker Company broadcasts.

A Correction

IN THE APRIL 1 issue an item was published to the effect that Radio Transcription Co. of America, Ltd., of Hollywood, organized by C. C. Pyle, had been reported to have sold controlling stock to Freeman Lang and that activities thereafter would be carried on at Lang's recording studio in Los Angeles. This was denied by Mr. Pyle, general manager of company, in a letter to BROADCASTING. The impression has been created, he said, that he has retired, which he declared is entirely erroneous. We regret the error on the part of our correspondent.

Why Advertise In the Summer?

(*Continued from page 7*)

that not all of these people are away at one time. In this respect the following table, indicating the percentage of total radio families in the Philadelphia area away in any one week during the summer of 1931, will be of interest:

Week	*Radio families*
June 1	.4%
2	.5%
3	1.5%
4	1.9%
July 1	6.9%
2	8.0%
3	11.9%
4	13.5%
Aug. 1	14.5%
2	13.5%
3	13.0%
4	11.9%

From the foregoing table it becomes evident that at no time does the radio audience fall lower than 85.5 per cent of the winter total due to people being away on vacations. The average audience in July is approximately 90 per cent of the regular winter audience, and that of August about 87 per cent of the winter figure.

Audience Always Substantial

ASSUMING the worst possible time, namely the week-end just prior to the first week in August, one still has a potential audience of no less than three-quarters of the winter load. Even considering the average summer week-end, and subtracting both the week-enders and the vacationists, nevertheless an audience at least 80 per cent as great as that during the winter remains to be entertained. Certainly an audience of that size is an ample stage for any radio advertising program. Moreover, excluding the week-ends, the size of the audience is closer to 90 per cent that of the winter listener group.

This then disposes of the small audience myth of summer broadcasting. The question might be raised however, as to how typical a Philadelphia audience may be considered. Frankly, it is almost impossible to say. Most metropolitan centers are fairly similar to each other, so that one might be taken as at least moderately typical of the group. Again, there are other districts where obviously the number of vacationers will be much fewer than in the Philadelphia retail trading area.

One of the most important of these is the farm market, where after the hard work of harvesting a quiet evening with the radio should be quite acceptable. On the other hand there may be areas where vacations are even more prevalent. It is the writer's personal belief, and this is merely an opinion, that a region such as the Philadelphia area would tend to have a higher proportion of vacationers than would the country as a whole, though probably somewhat less than, let us say, New York City.

Improved Reception

THE QUESTION may now be raised as to whether this audience can be reached in a satisfactory manner. Memories of bad summer reception of several years ago recur. As a matter of fact, technical improvements in the industry during the last two or three years have been of such a nature as to ensure marked improvement in summer radio reception.

The general tendency toward greater power on the part of the broadcasting stations, all other things being equal, should be of marked assistance in bringing about improved reception. Better modulation, with many stations approaching 100 per cent, tends to reduce the nuisance area on the one hand and to improve the quality of the broadcast on the other. Greatly improved frequency control, with the Commission ruling of a minimum of 50 cycles deviation from the assigned wave length going into effect on June 22, also should be of great assistance in reducing interference and increasing the station range. Finally one should not forget that the allocation work of the Radio Commission over the past five years has reduced the number of stations operating simultaneously throughout the country from 732, just prior to its creation, to 379 at the present time.

On the set side, factors such as the superheterodyne circuits have had a similar effect, even if they have lagged behind the improvements in transmission. Thus with improved transmission and reception a great many of the difficulties of summer reception have been removed.

Question of Policy

ONE CAN therefore conclude that, with the audience there to be entertained and the facilities existing whereby the entertainment can be carried to it, the problem becomes one of policy: Is continuity of effort to be desired? In general the answer is, yes. With some goods sold almost exclusively in the winter, the reply might be in the negative; with other goods, whose sales reach the peak in the summer, the answer would be a decided affirmative. However, it is the writer's belief that for the vast majority of articles lying between the two extremes, that the answer is still one of affirmation.

Certain types of goods, in fact, are of a nature which makes continuity of advertising especially important to them. One of the chief categories of goods of this type are convenience goods— groceries, foodstuffs as a whole, cigarettes, drug and pharmaceutical products,—articles of small unit purchase and with respect to which the consumer loyalty is not high enough to make possible any great degree of consumer insistence without the backing of a good deal of advertising.

In this entire class, sales for the most part continue briskly throughout the year. The monthly volume of business of chain grocery stores in July and August, 1929—before the depression added new complications to the situation—was only 2 per cent less on the average than for the six months previous. With goods of this type, therefore, the problem is one of keeping up the advertising pressure at all times.

(*Continued on page 22*)

Warning on Copyrights

(*Continued from page 10*)

fully protected by a license from that organization. Whenever copyright claims are made by new organizations, Mr. Mills said, steps are taken to procure the list of copyright owners so that broadcasters and others may be correctly informed. In the case of Associated Music Publishers, he explained, he had asked for such a list but that the publishers "have intimated that they would prefer to have me wait until the fall before they furnish the list for me to thus distribute."

In the circular (No. 1561) sent to all ASCAP-licensed stations May 19, relating to the Jewish Society, Mr. Mills said a great many inquiries had been received from stations about the organization. Request was made of the society for a list of its members and a catalogue of the compositions in which it claims copyright. The membership list was given, but the catalogue was only promised. The complete membership list, as of May 17, was given as Leo Low, Zavel Zilbert, Arnold Perlmutter, Harry Lubin, Pinchus Jassinowsky, Joseph Brody, Joseph Rumshinsky, Samuel Secunda, Alexander Olshanetsky and Isidor Lillian.

Re European Society

"AS AND WHEN the list of the titles of compositions copyrighted by them is received, I will forward it to you," Mr. Mills informed broadcasters. "In the meantime, may I say that, assuming the works of these composers to be duly copyrighted, the same may not be lawfully performed publicly for purposes of profit except by license of the copyright owner, which we presume is to be secured from the above society." He added that none of the parties listed are members of ASCAP.

Regarding the Society of European Stage Authors and Composers Mr. Mills, in a circular letter (1580) dated June 7 explained similarly that many inquiries had been received from stations about its copyright claims. He said that so far as ASCAP knows, this society does represent the exclusive right to license performance of compositions copyrighted in this country by certain foreign firms. As to some of the 60 firms listed, however, Mr. Mills declared it is believed that the representation of the European group is not inclusive of the entire catalogue, but only of portions of it and certain of the works.

"I think you should know that the license of ASCAP is not inclusive of compositions copyrighted by the firms named on the enclosed list, and, assuming their copyrights to be valid, it is only fair to say that under the Copyright Law each of these copyright owners, either directly or through his agent, has just exactly the same protection under the law as is granted to a member of this society," he stated in the letter.

New 200 Kw. Station Is Started in Europe As Commercial Outlet

THE AMERICAN plan of broadcasting will be introduced to Europe during July when a new 200 kw. station, operating on the 240-kilocycle channel (1,250 meters), goes into regular operation at Junglinster, in Luxemburg, an independent Grand Duchy bounded by France, Germany and Belgium. Although efforts were made to attract American capital toward the support of the station, which will derive its revenue entirely from advertising, it is backed wholly by French, German and Belgian capital. It has the complete sanction of the Luxemburg government.

Operating on its long wave, the station is expected to have a wide area of coverage in continental Europe and possibly will also cover the British Isles. It has been equipped to go to 400 kw. if necessary. Since many European set owners have dual coils for tuning both the intermediate and long broadcasting waves, it is expected the station will command a tremendous audience.

Both of the leading American networks, it is understood, have been contacted for the purpose of sending sponsored programs via short waves to be relayed by Junglinster. To date no definite arrangements have been made, although the possibility is seen here of attracting American radio sponsors who distribute their commodities in Europe.

KMBC

.. facilities have improved constantly, not only to keep ahead of competition, but also to render its clients maximum service—

ANNOUNCES!

100% NEW MOST EFFICIENT WESTERN ELECTRIC EQUIPMENT

With this installation of the finest products of the great Bell Telephone laboratories and Western Electric plants; and with the most complete technical, programming and merchandising personnel, KMBC stands out in the forefront of America's leading broadcasting stations.

KMBC OF KANSAS CITY

CHARACTER

The Character of any publication is measured by the honesty and integrity of those who edit it—and Character is the only assurance of editorial STABILITY

Character and Stability both demand service to the subscriber—BROADCASTING'S handling of a recent story illustrates our point.

In the issue of June 15, BROADCASTING carried the only comprehensive and thorough analysis of the Federal Radio Commission's report to Congress on commercial broadcasting. This report, 385 pages in length, has not been made available for general distribution by the government. It is replete with statistics and pertinent conclusions derived from station, network and agency replies to the Commission's questionnaires all of which are clearly summarized in the columns of BROADCASTING.

This story in BROADCASTING contains fundamental data about radio advertising, costs, structure, etc., that should be in the reference files of every station, agency and advertiser.

So highly did Senator Dill of Washington, co-author of the Radio Act of 1927, regard the Character and Stability of BROADCASTING that he included in the June 16th issue of the Congressional Record BROADCASTING's summary of the report—a real tribute to the thorough analysis BROADCASTING gave this all important document.

■

BROADCASTING

NATIONAL PRESS BUILDING, WASHINGTON, D. C.

THE NEWS MAGAZINE OF THE FIFTH ESTATE

A
TRANSMITTER

of the finest design made from the best materials by skillful workmen

IS NO
BETTER THAN

its performance, and poor service results if

ITS
ADJUSTMENT

is not correctly made and checked at frequent intervals.

▼

Are you effectively radiating every watt to which you are entitled?

Is maximum fidelity in reproduction obtained?

•

Coverage, audience and profits are built up by engineering as well as by programs.

Radio Research Engineers and Instruments can assure maximum performance at low cost either by test at definite periods or by an occasional survey.

•

Radio
Research
Company, Inc.

1204 Irving Street N. E.
Washington, D. C.

Treasury Explains Tax on Radio Sets

REGULATIONS interpreting the 5 per cent tax on the manufacturer's sale of radio receiving sets and accessories and phonograph records, which became effective June 20, are set forth in a pamphlet relating to the excise taxes provided by the revenue act and issued by the Treasury Department. (Chapter VII, Regulations 46.)

The tax is imposed on the wholesale price of sets and accessories, but, as the RMA recently explained, it will be absorbed by the consumer in an increased retail price. No fee is placed on the sale of assembled articles providing a tax has been paid on the separate parts.

"Automatic devices for playing or repeating records, phonograph pick-ups, home-recording apparatus and similar devices are subject to tax if sold on or in connection with or with the sale of radio receiving sets or combination radio and phonograph sets," the regulations state.

The regulations further define the terms "chassis," "cabinets," "tubes," "reproducing units," "power packs" and "phonograph mechanisms," which were used in Section 607 of the revenue act. All of the definitions are comprehensive. "Power packs" includes all devices "suitable for use in connection with or as a part of a radio receiving set or a combination radio and phonograph set" in converting voltages into electric current for operation of the set.

Advertising in Summer

(*Continued from page 20*)

A second class of goods which can benefit materially from summer broadcasting are those whose consumption actually increases in summer. Ice cream, soft drinks, electric fans, sunburn lotion and other summer pharmaceuticals, sporting goods, resorts, hotels and transportation companies are among the varied products in this field. Strangely, these industries thus far have displayed relatively little enterprise as far as availing themselves of the potentialities of broadcast advertising, despite the fact that most of them are well adapted for it.

A third category to whom summer broadcasting may be of importance because of the aspect of continuity of advertising effort are goods whose sale involves a long process of sentimentalizing the public and whose purchase is consummated over a period of time, as it were. In this class fall the higher priced specialty goods, such as automobiles, refrigerators, radios and similar articles, and the patronage of institutions.

It is well known that, for the majority of goods, the retail sales peak falls during the late fall and early winter months, culminating in the Christmas period. Seasonal variations, such as the August and February furniture sales, the new model periods in the automobile field and similar factors, tend to offset this trend in part, but they do not destroy its general validity.

Many of the articles, in turn, are not bought on the spur of the moment. Numerous deliberations enter into the purchase of the new car before it finally finds its way into the family garage. Weeks and even months may be consumed. During that period, the advertising and sales promotion of a number of companies has the opportunity to play upon the potential purchasers. In the pre-sale period advertising must build up the favorable opinion on which the salesman finally can close the sale. Consequently advertising must precede the purchasing period by some time. This is especially true of radio advertising, first, because of the necessity of building up the audience, and second, because its semi-institutional nature, which all programs possess, makes it an ideal medium for this preliminary work.

The same thing is true with regard to institutions such as department stores and theaters. The sentiment must be built up prior to the main purchasing period. Continuity of advertising effort therefore again becomes important.

Builds Loyal Audience

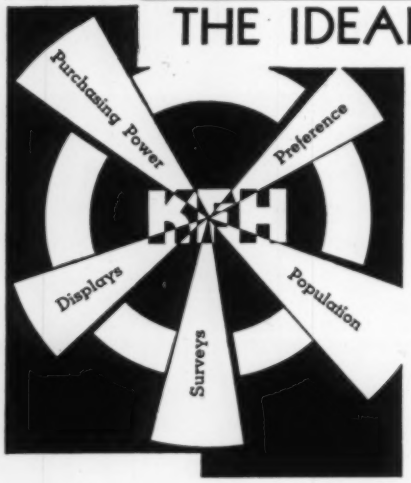
IN ALL THESE cases, therefore, summer broadcasting not only will build up a consciousness of the product prior to the period of maximum sales, but in addition it will lay the groundwork for a large and loyal listener audience when it is desired to put on the pressure, namely, in the fall. Consequently current practice in this field seems out of keeping with the true economics of the situation.

In conclusion it should be admitted that the argument for continuous advertising has considerable weight with respect to all media, though pertaining especially to radio. Nor does the writer believe for a moment that advertisers will immediately rush to chain and station headquarters to book station time. However, the shrewd and enterprising concern should be able to reap considerable profit from blazing the trail, all the more because the commercial competition as yet remains relatively small.

Radio City on Air

THE FIRST broadcast from Rockefeller Center, New York, will be carried over a coast-to-coast NBC network July 2 with the laying of the cornerstone of the British Empire building on Fifth avenue. The program, which begins at 11 a.m., EDST, will be relayed to the British Broadcasting Corporation.

THE IDEAL SPOT FOR A TEST CAMPAIGN



KFH, Wichita, offers the most ideal spot for a test campaign for the following reasons:

1. Population is 90.6 native born American white, financially able to purchase what it needs and wants.
2. A complete merchandising department that insures dealer and jobber cooperation.
3. Monthly surveys and reports show you exactly the effect of your broadcast on your sales as your campaign progresses.
4. To the above, add an audience preference of 71% among the set owners in the rich Wichita area.

Results? - - - Sure!
KFH Proves the Medium
Write for Complete Data
Wichita, Kansas

KFH

"Voice of the Alleghenies"

WFBG Altoona, Pennsylvania
WM. F. GABLE CO.
Near the Famous Horse Shoe Curve

• • •

COVERS CENTRAL PENNSYLVANIA with population area of 300,000.

IN THE HEART of rich farming, railroad and mining section.

LOCAL STATION that gives only reliable service available in a forty mile radius.

Equipped with 33 1/3 and 78 r.p.m. turntables.

KMOX

ST. LOUIS •

KEY STATION OF THE MISSISSIPPI VALLEY

50,000 watts

• Use a "giant of the air" for your St. Louis or Mississippi Valley radio campaign. 1,800,000 people in the KMOX concentrated Primary Listening Area. 30,000,000 people in its tremendous Secondary Listening Area. The greatest "buy" in Mid-west coverage!

KMOX • With its 50,000 watt transmitter on a cleared channel, is heard regularly throughout the entire Mississippi Valley, it is the only radio station capable of providing satisfactory full time reception to listeners in the St. Louis trade territory.

KMOX • Mail report shows average of 42 states heard from daily during past year.

KMOX • Maintains the finest network program standard, insuring for its audience the best radio entertainment and special broadcasts.

KMOX • Is located at the most strategic point in the United States. KMOX broadcasts from the center —not the rim.

"Additional Coverage"

EDWARD M. POWER COMPANY, INC.
ADVERTISING
OLIVER BUILDING, PITTSBURGH, PA.

June 14, 1932

Radio Station KMOX
Mart Bldg., St. Louis, Mo.

CLARK'S TEABERRY GUM

Gentlemen:

This will acknowledge receipt of the bundle of letters which you received during the past few weeks from KMOX listeners, asking for one of the programs of the World's Championship Baseball Games held in St. Louis last year, which we offered on some of the Clark's Chewing Gum broadcasts.

We note with much interest that in addition to the City of St. Louis, and the neighboring states of Missouri and Illinois, the requests have come from thirty other states. From Massachusetts on the East, to Montana and Colorado on the West—from North Dakota, Minnesota, Wisconsin and Michigan on the North to Florida, Mississippi, Alabama and Texas on the South.

Our primary reason for using your station was to reach the St. Louis trading territory, but it is very gratifying to find that we are getting the benefit of much additional coverage.

Yours very truly,
EDWARD M. POWER CO., INC.,
(Signed) EDWARD M. POWER, JR.,
President.

THE VOICE OF ST. LOUIS, INC.

OPERATING **KMOX**

50,000 Watts • 1090 Kilocycles • 275.1 Meters

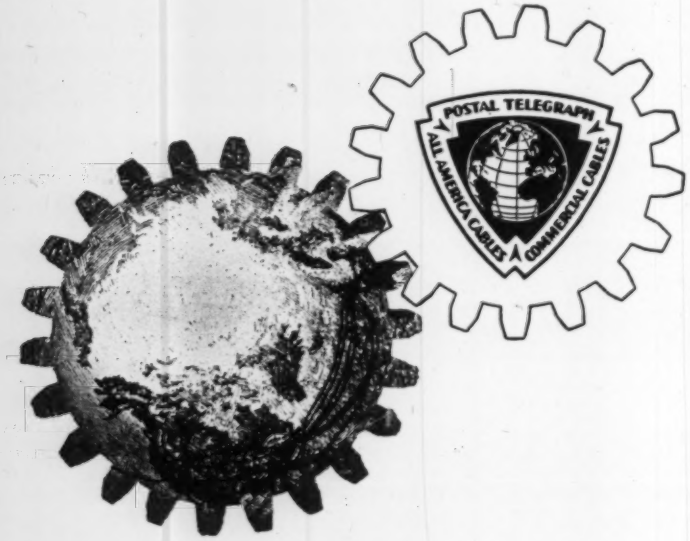
Studios and Offices: Mart Building, St. Louis, Mo.
Transmitter: Baumgartner Road, St. Louis County

BASIC STATION OF THE COLUMBIA BROADCASTING SYSTEM

GEARED

to the COMMUNICATION NEEDS

of the ENTIRE WORLD



...TELEGRAPH CABLE *and* RADIO

● Just a murmured password into your telephone..."Postal Telegraph"...and instantly you have at your command a far-reaching system of telegraph, cable and radio facilities working in perfect harmony...a system that reaches the other side of the world just as speedily, as accurately and as dependably as it reaches the other side of the town... the great International System of which Postal Telegraph is a part.

Postal Telegraph links you with 80,000 cities, towns and villages in the United States and Canada.* Its service extends to Europe, Asia and The Orient through Commercial Cables...to Central America, South America and the West Indies through All America Cables ...and to ships at sea via Mackay Radio. It is the only American telegraph company that offers a world-wide service of coordinated record communications under a single management.

**In Canada, through the Canadian Pacific Railway Telegraphs.*

To Telephone a Telegram, Cablegram or Radiogram just call
"POSTAL TELEGRAPH"
or *dial* your local Postal Telegraph office.
Charges will appear on your telephone bill.

THE INTERNATIONAL SYSTEM

Postal Telegraph

Commercial Cables — *All America Cables* — *Mackay Radio*

Mobile Mikes

AN INGENIOUS arrangement of wires and lapel microphones was installed by CBS at the Democratic national convention hall in Chicago so that every delegate chairman could be heard from his seat as clearly as though he were on the speaker's platform. Page boys were placed at six well-spaced points in the convention arena and were equipped with lapel microphones. When a delegate arose to speak, a page rushed to his side with a lapel mike. The plan was worked out under the direction of Herbert B. Glover, CBS director of control.

Plans Radio Advertising

PLEASURE BUREAU, Inc., which recently began operation in Los Angeles, plans to use eight broadcasting stations this summer to advertise its service and may extend its activities to other coast cities later.

The bureau operates switchboard service 24 hours a day to provide information on current motion picture attractions, resorts, sports events, fishing, hunting, etc. KTM on June 10 started the campaign.

WBIG, Greensboro, N. C., was authorized by the Radio Commission June 17 to increase its daylight power from 500 watts to 1 kw., retaining its 500 watts at night.

Receivers Are Named For DeForest Radio Co.

THE DeFOREST Radio Co., Passaic, N. J., announces that on June 21 the Federal court at Newark appointed a receiver in equity to manage its affairs and to preserve its assets after an application had been filed by Sarlat Brothers, a creditor. The DeForest company consent to the appointment as being in the best interest of all concerned.

Leslie S. Gordon, president of the DeForest Company, and Ralph E. Lum, of Tamblyn & Colyer, general counsel for the Firemen's Insurance Co., were named receivers.

WMCA Chicago Offices

DONALD FLAMM, president of WMCA, New York, announced June 27 the appointment of Free and Sleininger, Inc., Chicago, as representatives. Agents and advertisers in the Middlewest will be covered, and an intensive campaign is planned to contact all potential spot broadcasting clients in this territory. Free and Sleininger, Inc., also will represent WJR, Detroit; WHO-WOC, Davenport, Des-Moines; WKBW and WGR, Buffalo. WGAR, Cleveland, and WPCH. sister station of WMCA at Hoboken.

LORD & THOMAS and Logan, reverts to the name Lord & Thomas, effective July 1, it is announced by Albert D. Lasker, chairman of the board of the agency. Lord & Thomas is the name under which the organization operated for 54 years.

NOW AVAILABLE · · THE FIRST SURVEY OF ITS KIND IN THE HISTORY OF RADIO · · ·

WCLO's southern Wisconsin - northern Illinois

MARKET SURVEY

ENDORSED BY EDGAR H. FELIX—SEE PAGE 44 OF JUNE 9 ADVERTISING AND SELLING

Now . . . a new authentic way to buy advertising . . . proven coverage with radio's conclusive proving grounds . . . the listener. Write for your free copy. See how well WCLO covers the active southern Wisconsin-northern Illinois market with astonishing listener preference. Thirteen WCLO programs vie for honors with the first sixty five most popular programs listened to in this area. This honest survey tells the whole story and tells it honestly. Write for your copy.

HAVE YOU INVESTIGATED THE NAPG?

NATIONAL ADVERTISER'S PROVING GROUND

WCLO is affiliated with the Janesville Daily Gazette and has facilities to offer complete merchandising service and counsel. Assistance will be gladly given for thorough merchandising of your product or service.

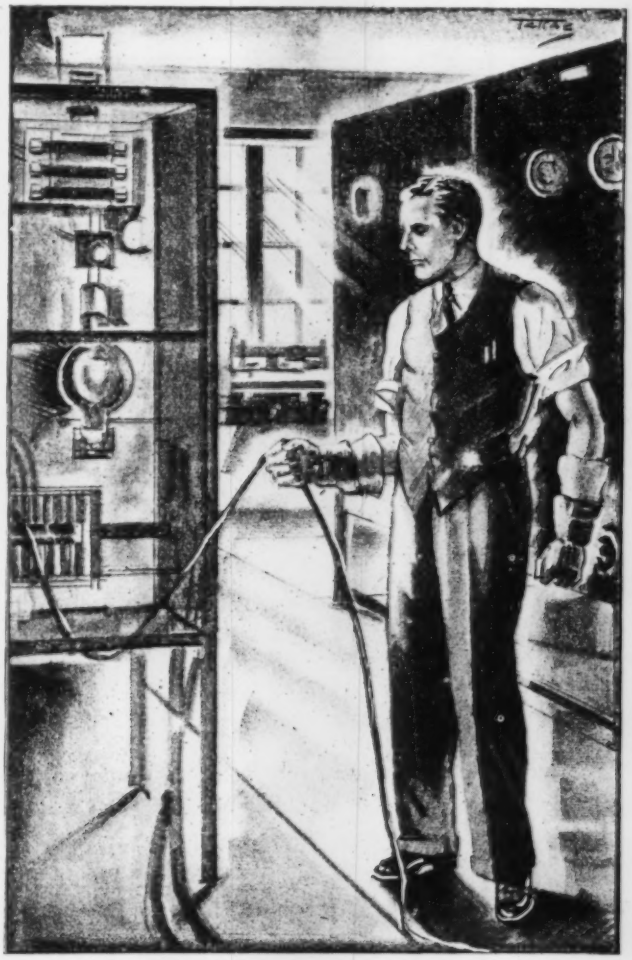
WCLO RADIO CORPORATION

100 Watts — *Janesville, Wisconsin* — *1200 Kilo.*

LATEST WESTERN ELECTRIC TRANSMITTER

THE SAGA OF WESTINGHOUSE RADIO STATIONS

COURAGE



He held a 3500-volt cable in his hand to keep the preacher from sputtering.

A NEW transmitter had been rushed to completion in time for a special program. Next morning during the church service a sputtering developed. Hurried examination showed a faulty splice in a 3500-volt plate cable which was burning itself apart. The Westinghouse Engineer in charge pulled on a pair of insulating gloves and held the two high voltage wires together *in his hand* for three quarters of an hour until the program ended.

Any operator might have found the fault but it takes a man with courage—and plenty of it—to grip a sputtering, 3500-volt cable in his hand.

Westinghouse engineers have been trained to "Keep the stations on the air." Emergencies such as this, not only prove the resourcefulness and courage of the operators but are a true test of the station's reliability.

Radio broadcasting was born in the minds of Westinghouse engineers and today the four Westinghouse-owned stations, KDKA, KYW, WBZ and WBZA are still leaders in their repective territories.

T 79277

WESTINGHOUSE • RADIO • STATIONS

KDKA	KYW	WBZ	WBZA
Pittsburgh, Pa.	Chicago, Ill.	Boston, Mass.	Springfield, Mass.

WHEN YOU MEASURE COVERAGE

. . . don't forget percentage modulation

▼

■ Field-intensity data are basic in determining coverage, but they aren't the whole story by any means. Percentage modulation is just as important a factor in pumping more power through your listeners' loud-speakers.

■ Consider that an increase in percentage modulation from 50% to 100% will increase the loud-speaker power by four times. Yet the field intensity of the carrier remains the same. That is why the Federal Radio Commission demands that you modulate at high percentage.

■ But remember that unless you exercise extreme care your high-percentage modulation will be accompanied by serious distortion. Even in properly designed transmitters a wrong value of grid bias, for example, may cause trouble.

■ You can check on the performance of your transmitter at high-percentage modulation by means of a General Radio modulation meter. It not only measures accurately your percentage modulation, but it shows up distortion due to a symmetrical modulation of the carrier. The General Radio modulation meter is coupled to the transmitter-output circuit, its operation is in no way influenced by transmitter changes.

Let us tell you more about the General Radio modulation meter. Write us for literature.

OTHER INSTRUMENTS
By General Radio

Frequency Monitor
Volume Indicator
Volume Controls
Audio Transformers
Distortion Meter
Piezo-Electric Quartz Crystals

GENERAL RADIO CO.
CAMBRIDGE A, MASSACHUSETTS

A Directional Antenna

(Continued from page 13)

northward of the station, there remains a small distorted signal which, in view of the intention to cut out service in that direction at night, has only a psychological disadvantage, since service in that same direction was already subject to ruinous interference at night. This disadvantage can be overcome, to some extent, by making the antenna non-directive for daytime operation, which, as pointed out before, is a very simple matter.

This slight objction can be entirely overcome if the interference conditions at a great distance do not require the total elimination of the signal. In most cases, a total elimination is not essential.

In other installations it is planned to eliminate the distorted signal within the small angle to the rear whenever the interference problem warrants, and this will result in most cases to the reduction of any existing interference to a negligible value.

A glance at the results in Florida, as reported officially by radio supervisors of the Department of Commerce, will disclose the practical performance being actually accomplished in everyday operation.

Wilmotte Credited

THE DOTTED line in Figure 3 represents the old coverage out to the 1000 microvolt signal strength, which is more than an excellent signal for rural coverage. The solid line in Figure 3 represents the new coverage, employing the directive antenna for the same signal strength of 1000 microvolts. The limit was placed at 1000 microvolts because 500 microvolts goes off the map, and would require too large a space in this printed publication.

From a study of Figure 3 it is obvious that, taking into consideration the differences in the paths of transmission, there is a very close resemblance to the ideal situation shown in Figure 2.

The engineering genius responsible for this remarkable accomplishment in practice of predicted results is Raymond M. Wilmotte, who has spent most of his useful life in the study and design of antenna systems. In my opinion, his recent work is a substantial and meritorious contribution to practical science, and he has earned the worthy consideration of the engineering profession as well as of the entire broadcasting industry.

Two Stations Deleted Under Deviation Order

TWO BROADCASTING stations were ordered silenced by the Radio Commission June 22 for failure to install equipment capable of maintaining frequency within 50 cycles under the new regulations which became effective that day reducing the deviation from 500 cycles.

The stations were WPSC, Pennsylvania State College, State College, Pa., and WLCI, Ithaca, N. Y., Lutheran Association. The former, licensed for 500 watts, daylight on 1230 kc., has failed to install apparatus capable of maintaining the new tolerance requirement. and its renewal application was designated for hearing. WLCI, assigned to 1210 kc. with 50 watts and specified hours of operation, failed to file a renewal application and was notified that it had no license to continue operation. It also failed to comply with the 50-cycle regulation.

Scores of replies to the form calling for a supplemental statement of facts regarding equipment, with particular reference to the 50-cycle monitor order, have been received by the Commission and cleared through its engineering Division. Those stations which have not yet installed approved monitors but offer adequate explanations will be considered by the Commission on the individual merits of each such explanation for extensions under Rule 145.

WFLA Power Boosted

SPECIAL AUTHORITY to operate with 1 kw. night and 2½ kw. day until Sept. 1, to make tests of its directional antenna as means of curbing interference with WTMJ, Milwaukee, was granted WFLA-WSUN, Clearwater, Fla., by the Radio Commission June 17. Both stations operate on 620 kc., and the Florida station installed the special apparatus in an endeavor to comply with the Commission order for measurable reestablishment of the service area of the Milwaukee station, which alleged interference as a result of power increases and assignment changes about three years ago. For the past few months WFLA-WSUN has been operating with curtailed power, using the directional antenna to suppress its signal in the general direction of Milwaukee and to bank its signal in other directions.

RCA

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, INC.
Commercial Department
A RADIO CORPORATION OF AMERICA SUBSIDIARY
66 BROAD STREET NEW YORK, N. Y.

NEW!

Western Electric 9A Speech Input Equipment . . .

Single panel assembly . . . Moving Coil Microphones . . . all A. C. operation . . . low operating cost

The Western Electric 9A is a complete, efficient, high quality speech input equipment designed primarily for use with the new series of Western Electric radio transmitting equipments (100 to 1000 watts). It may be used also with other transmitters and is admirably adapted for remote points requiring flexible pick-up facilities.

Outstanding features of this Speech Input Equipment are: (1) The new Western Electric Moving Coil Microphone, recognized for superior "pick-up" qualities—(2) all A. C. operation, without filament rectifiers—(3) single panel assembly, entirely factory wired—(4) complete monitoring facilities, including volume indicator—(5) master gain control—(6) four channel microphone mixing and switching.

The 9A Speech Input Equipment typifies the progress made in the design of broadcasting equipment. Its simple, practical design makes possible compact and convenient installations at studios, stations and remote locations.

Single Panel of the Western Electric 9A Speech Input Equipment; size 12" x 20" x 83"

Western Electric

RADIO TELEPHONE BROADCASTING EQUIPMENT

Distributed by **GRAYBAR** *Electric Company*

B 7-32

GRAYBAR ELECTRIC CO.
Graybar Building, New York, N. Y.

Gentlemen: Please send me further information on Western Electric 9A Speech Input Equipment.

NAME.....

ADDRESS.....

CITY.....STATE.....

XUM

ACTIONS OF THE
FEDERAL RADIO COMMISSION
JUNE 16 to JUNE 29 INCLUSIVE

Applications . . .

JUNE 16

WBBC, Brooklyn—Modification of license to increase power from 500 w. to 500 w., 1 kw LS.

WMCA, New York — Modification of CP granted 3-11-32, requesting extension of completion date from 7-11-32 to 10-11-32.

Install automatic frequency control: WBAK, Harrisburg, Pa.; WSOC, Gastonia, N. C.; KGO, San Francisco.

WFAN, Philadelphia—CP to install new transmitter, location to be determined, Philadelphia, change frequency from 610 kc. to 1020 kc. increase power from 500 w. to 5 kw., share time with WIP. (Facilities of KYW-KFKX, Chicago and WRAX, Philadelphia.)

WCAU, Philadelphia—Modification of license to change frequency from 1170 kc. to 1020 kc. (Facilities of KYW-KFKX, Chicago and WRAX, Philadelphia.)

WLAP, Louisville—CP to install new transmitter, increase power from 100 w., 250 w. LS to 1 kw., change frequency from 1200 kc. to 940 kc. (Facilities of WFIW, Hopkinsville, Ky.)

KSEI, Pocatello, Idaho — Modification of license to change frequency from 900 kc. to 890 kc.

JUNE 17

W3XE, Philadelphia—License covering CP for 2750-2050, 48500-50300, 60000-80000, 43000-46000 kc. 1500 w., experimental visual broadcasting.

JUNE 18

WNBH, New Bedford, Mass.—License to cover CP granted 5-27-32, for changes in equipment, and increase power from 100 w., to 100 w., 250 w. LS.

WNBX, Springfield, Vt.—CP to move transmitter locally, install new transmitter, change frequency from 1200 kc. to 1260 kc., increase power from 10 w. to 250 w., change from sharing with WCAX to D.

NEW, Providence, R. I.—F. N. Blake Realty Co. for CP for a new station at Providence ,R. I., to use 1140 kc., 250 w., D.

WTEL, Philadelphia—Install automatic frequency control.

WMBC, Detroit—License to cover CP granted 3-4-32, as modified, to move transmitter locally and make changes in equipment.

WWVA, Wheeling, W. Va.—Modification of license to increase hours of operation from sharing time with WOWO to unlimited. (Facilities of WOWO, Fort Wayne, Ind.)

WJSV, Alexandria, Va.—CP amended to request transmitter location on Mt. Vernon Highway between Washington and Alexandria, Va.

NEW, Greensburg, Pa.—H. Verne Spencer for CP to erect a new station with main studio at Greensburg, Pa., transmitter at Grandview Heights, Jeannette, Pa., to use 590 kc., 250 w., D.

WIP, Philadelphia—CP to install new transmitter, site to be determined, Philadelphia, change frequency from 610 kc. to 1020 kc., increase power from 500 w. to 5 kw. (Facilities of KYW-KFKX, Chicago ,and WRAX, Philadelphia.)

NEW, Greenville, S. C.—J. E. Richards for CP to erect a new station at Greenville, S. C., to use 590 kc., 250 w., 500 w. LS, unlimited time. (Facilities of KOCW, Chickasha, Okla.)

WROL, Knoxville, Tenn.—CP to install new transmitter and change location of transmitter locally.

WMBI, Chicago—Determine license power by direct measurement of antenna power.

KPJM, Prescott, Ariz.—License to cover CP granted 4-26-32, to move station locally.

JUNE 22

WEAN, Providence, R. I.—Modification of license amended to request 1 kw. power on experimental basis instead of 500 w. on 780 kc.

NEW, Glens Falls, N. Y.—George F. Bissell for CP to use 1370 kc. 50 w., unlimited time, facilities of WESG, Glens Falls, N. Y.

NEW, Greenburg, Pa.—Edward Tomajko, Sr., for CP to use 620 kc. 250 w., D.

WFI, Philadelphia—Voluntary assignment of license to WFI Broadcasting Co.

KFPY, Spokane, Wash.—Modification of license to change from 1340 kc. to 890 kc.

JUNE 24

WPCH, New York—CP to move transmitter from Hoboken, N. J., to College Pt., Flushing, N. Y.

WNBO, Silver Haven, Pa.—License to cover CP granted 5-13-32 for changes in equipment.

WOOD, Grand Rapids, Mich.—Modification of CP to make changes in equipment.

KFYO, Lubbock, Tex.—CP to make changes in equipment.

NEW, Greenville, S. C.—The Greenville News-Piedmont Co. for CP to use 800 kc. 1 kw., limited time.

WSM, Nashville, Tenn.—Request for additional time to 8-17-32 to construct 50 kw. station.

NEW, Davenport, Ia.—Central Broadcasting Co., for CP to use 600 kc. 250 w. 500 w. LS, unlimited time, facilities of WMT, Waterloo, Ia.

KOY, Phoenix, Ariz. — Install automatic frequency control.

KICA, Clovis, N. M.—License to cover CP granted 1-26-32 for a new station on 1370 kc.

JUNE 25

NEW, Dracut, Mass.—F. N. Blake Realty Co., for CP to use 680 kc. 250 w., D.

WEAO, Columbus, O.—Modification of license to use old main transmitter as auxiliary transmitter.

KWCR, Cedar Rapids, Ia.—CP to make changes in equipment and increase power from 100 w. to 100 w. 250 w. LS.

WHA, Madison, Wis.—Modification of CP to make changes in equipment and increase power from 750 w. to 1 kw.

Install automatic frequency control: WCGU, Brooklyn, N. Y.; WTAQ, Eau Claire, Wis.

Applications returned: WCGU, Brooklyn, N. Y.—Increase day power to 1 kw.; NEW, Rev. J. L. Neville, Tulsa, Okla.—CP on 1500 kc.

JUNE 28

WHBC, Canton, O.—CP to install new equipment and increase operating power from 10 w. to 100 w.

WSB, Atlanta—Modification of CP for 50 kw.; request for approval of proposed equipment and proposed transmitter location near Atlanta.

NEW, Decatur, Ala.—J. H. French for CP resubmitted requesting 1420 kc. 16 w., D.

KGRS, Amarillo, Tex.—Modification of license to change from 1410 kc. to 1340 kc., also for change in specified hours.

KFDM, Beaumont, Tex.—Voluntary assignment of license to Sabine Broadcasting Co., Inc.

KGBU, Ketchikan, Alaska — CP to rebuild station. Transmitter location Mile Five, Wards Cove Road, near Ketchikan, Alaska, studio location 336 Front St., Ketchikan, Alaska, also change in specified hours.

JUNE 29

WMBO, Auburn, N. Y.—Licenses to cover CP granted 5-24-32 for local station move.

WWVA, Wheeling, W. Va. — License to cover CP granted 12-4-31, to move station locally and make changes in equipment.

KPCB, Seattle—License to cover CP granted 4-26-32 for auxiliary transmitter.

Decisions . . .

JUNE 17

KRSC, Seattle—Granted CP to make changes in equipment and increase operating power from 50 to 100 w.

WFBR, Baltimore—Granted authority to make direct measurement of antenna power.

WFBG, Altoona, Pa.—Granted license covering installation of new equipment; 1310 kc., 100 w., share with WJAC.

WAGM, Presque Isle, Me.—Granted modification of license to change time from unlimited to specified hours.

WBIG, Greensboro, N. C.—Granted modification of license to increase day power from 500 w. to 1 kw.

WQBC, Vicksburg, Miss.—Granted authority to operate at night with power of 500 w. on 1360 kc., until Nov. 1, with same conditional clause as present special authorization.

WABC-WBOQ, New York—Granted permission to test on 810 kc. in addition to 860 and 900 kc., 2 to 4:30 a.m., for period ending June 18.

KFGQ, Boone, Ia.—Granted authority to operate from 6 to 8:30 a.m., CST, Sundays, beginning June 19 and ending August 28, provided WIAS remains silent.

WSB, Atlanta, Ga.—Granted permission to extend date of beginning construction of its CP to install 50 kw. transmitter, for 30 days, due to delay in procuring suitable site.

WFLA - WSUN, Clearwater, Fla. — Granted special authority to operate on 620 kc., unlimited time, with power of 1 kw. night and 2½ kw. day until Sept. 1 in order to make tests.

WHAT, Philadelphia—Program test period extended for 15 days pending action on license application.

Granted authority to install automatic frequency control: WBNS, Hackensack, N. J.; WLWL, New York; WRC, Washington, D. C.; WEAF, New York; WNAD, Norman, Okla.; and KVOA, Tucson, Ariz.

The following stations were requested to file renewal applications pursuant to Rule 17, to be heard with KYW's application to move to Philadelphia, and related applications: WORK, York, Pa.; WHN, New York; WRNY, New York; WQAO-WPAP, New York.

NEW, Shreveport, La. (Ex. Rep. 357)—Denied CP for television service, sustaining Examiner Pratt.

GLOSSARY

CP—Construction permit.
LP—Limited power.
LS—Power until local sunset.
LT—Limited time.
KC—Kilocycles.
KW—Kilowatts.
D—Daytime.
W—Watts.
Ex. Rep.—Examiner's Report.
G.O.—General Order.

KQV, Pittsburgh—Renewal of station license set for hearing.

NEW, Merle K. Berger, Upper Tyrone Township, Pa.—Denied CP, 1420 kc., 100 w., hours 8 a.m. to 6 p.m., because of failure to enter appearance.

WNOX, Knoxville, Tenn.—Granted indefinite continuance of application of this station and associated applications for removal to Greenville, S. C., set for hearing June 22.

WKRC, Cincinnati, O.—Hearing on application for renewal of license postponed indefinitely pending report on operation of directional antenna at station WFLA-WSUN, Clearwater, Fla.

KSD, St. Louis, Mo, and KWK, St. Louis—Granted permission to intervene in application of M. L. Barrett, for new station at East St. Louis, Mo.

Greenville News-Piedmont Co., Greenville, S. C.—Granted permission to intervene in application of Virgil V. Evans to move WFBC from Knoxville, Tenn., to Greenville, S. C.

WFEA, Manchester, N. H. — Denied application to operate on 1440 kc. unlimited time experimentally.

KFBK, Sacramento, Cal.—Granted permission to intervene in application of Morrow & Brill for a new station at Sacramento.

JUNE 21

Stations granted authority to install automatic frequency control: WCAX, Burlington, Vt.; WJZ, New York; WHAM, Rochester, N. Y.; WKBW, Buffalo, N. Y.; WABI, Bangor, Me.; WOPI, Bristol, Tenn.; WACO, Waco, Tex.; WENR-WBCN, Chicago; KEX, Portland, Ore.; KGA, Spokane, Wash.; KJR, Seattle, Wash., and KOA, Denver, Col.

WBAA, Lafayette, Ind.—Granted authority to operate from 1:45 to 5 p.m., CST, Oct. 1 and 15, provided stations WKBF and WCMA remain silent.

WSIX, Springfield, Tenn.—Granted renewal of license for regular period. (This station was given a license expiring June 22 due to the fact that transmitter could not be held within 50 cycles. Approved equipment has now been installed.)

KICA, Clovis, N. Mex.—Granted permission to correct location of transmitter as given in CP to that as shown in application for license.

WJSV, Alexandria, Va.—Granted permission to move transmitter to Mt. Vernon Highway, between Washington and Alexandria, and install new transmitter.

WSYB, Rutland, Vt.—Granted modification of CP to modify CP as to equipment at present location.

WCSC, Charleston, S. C.—Granted modification of CP to move transmitter locally one mile on Savannah highway.

WOR, Newark, N. J.—Granted authority for direct measurement of antenna power.

WEAO, Columbus, O.—Granted license covering installation of new equipment 570 kc., 750 w., specified hours.

WWNC, Asheville, N. C.—Granted license covering installation of new equipment 570 kc., 1 kw., unlimited time.

WENC, Americus, Ga.—Granted license covering erection of new station, 1420 kc., 100 w., daytime.

The following stations were granted temporary licenses subject to such action as the Commission may take on their pending applications for renewal of licenses: WHDL, Tupper Lake, N. Y.; WJBO, New Orleans; WMBR, Tampa, Fla.; KFYO, Lubbock, Tex.; KGDA, Mitchell, S. D.; KGIX, Las Vegas, Nev., and KNOW, Austin, Tex.

KGNO, Dodge City, Kans.—Granted license covering changes in equipment 1210 kc., 100 w., unlimited time.

WJBI, Red Bank, N. J.—Granted 30 day extension of temporary license which expires June 22, pending action on CP application covering changes in transmission equipment.

Set for hearing: WPSC, State College, Pa.—Renewal of license set for hearing because applicant has not the new equipment necessary; NEW, Thirty-First St. Baptist Church, Indianapolis, Ind.—CP on 600 kc., 250 w., D.; NEW, G. C. Redfield, Rapid City, S. D.—CP on 570 kc., 1 kw., share with WNAX; NEW, Samuel E. Yaste & Burrel Barash, Galesburg, Ill.—CP on 1310 kc., 100 w., unlimited time facilities of WKBS); KFBI, Milford, Kans.—Modification of license requesting authority to change hours of operation from limited time, discontinuing operation at sunset at Hollywood, Cal., to limited time discontinuing operation two hours after sunset at Hollywood experimentally; facilities in terms of quota units of KWKC, WCRW, WEDC, WSBC and WJAG are requested.

JUNE 24

WHAS, Louisville, Ky.—Granted CP to install auxiliary transmission to be operated with 1 kw. power at 300 w. Liberty St., Louisville.

WOV, New York—Granted license covering changes in equipment 1130 kc. 1 kw., 6 a.m. to 6 p.m., and not when any local station within less than 50 kc. is operating.

WHAT, Philadelphia—Granted license covering move of station locally and installing new equipment; 1310 kc. 100 w., share with WTEL. (Not to operate when WCAM is on the air.)

WASH, Grand Rapids, Mich.—Granted modification of license to use transmitter of WOOD at proposed new location, providing WOOD is granted authority to move transmitter from Furnwood to Grand Rapids, Mich.

KSEI, Pocatello, Idaho—Granted modification of license to change frequency from 900 kc. to 890 kc.

KGDA, Mitchell, S. D.—Granted extension of the working of Rule 145 until a decision is reached on KGDA's application for renewal of license.

WMAQ, Chicago, and WMBG, Richmond, Va.—Granted authority to install automatic frequency control.

WNBX, Springfield, Vt.—Granted consent to voluntary assignment of license to the WNBX Broadcasting Corp.

WOC-WHO, Davenport, Ia.—Granted a suspension of further working of Rule 145 with respect to WOC.

WTAG, Worcester, Mass.—Granted authority to install one RCA 1652 Tube in last radio stage to replace two UV-851 tubes.

KFMX, Northfield, Minn.—Granted suspension of working of Rule 145 until decision is reached regarding application of WRHM for facilities of KFHX.

KSO, Clarinda, Ia.—Granted authority to discontinue operation during summer months, until decision is reached on application for authority to move to Des Moines and change frequency, power and hours of operation.

WRBL, Columbus, Ga.—Granted authority to discontinue operation for period of one week so as to complete installation of new equipment covering increase in power and installation of automatic frequency control.

WJBY, Gadsden, Ala.—Granted permission to cease operation beginning June 21, for period of 30 days due to inability of station to comply with 50 cycle limitation.

WRBX, Roanoke, Va.—Granted permission to remain silent for 30 days from June 20, for purpose of moving main studio locally.

WAGM, Presque Isle, Me.—Granted renewal of license, 1420 kc., 100 w., hours of operation: daily 9 a.m. to 1 p.m.; 3 to 7 a.m., EST.

KGGC, San Francisco.—Granted renewal of license, with hours of operation assigned on a temporary basis pending hearing and decision on licensee's pending application.

Temporary license granted subject to Commission's decision on pending renewal of applications, set for hearing: WHDF, Calumen, Mich.; WMBQ, Brooklyn; WMIL, Brooklyn; WRDW, Augusta, Ga.; WWRL, Woodside, (L. I.) N. Y.; KCKY, Scottsbluff, Neb.; WERE, Erie Pa.

Set for hearing: NEW, Roberto Mendez, San Juan, P. R.—Requests CP on 1370 kc., 100 w., unlimited time; NEW, Allen Wright Marshall, Jr., and Allen Wright Marshall, Sr., La Grange, Ga.—Requests CP on 1500 kc., 100 w., D., sharing with WRDW; NEW, James M. Caldwell, Goodland, Kans.—Requests CP on 1500 kc., 100 w., share with KGEY; NEW, Richmond J. Morrow & Ronald F. Brill, Roseville, Cal.—Requests CP, 1500 kc., 100 w., specified hours; WMMN, Fairmount, W. Va.—Requests modification of license to increase night power from 250 to 500 w., evperimentally; WERE, Erie, Pa.—Requests CP to install new equipment and modification of license to change corporate name to Erie Broadcasting Corp.

The following applications for renewal of licenses were designated to be included with the applications to be heard on July 18, involving the 1020 channel: WOWO, Ft. Wayne, Ind.; WIBG, Elkins Park, Pa.; WCAU, Philadelphia; WWVA, Wheeling, W. Va.; WIP, Philadelphia, and WFAN, Philadelphia.

KGGF, Coffeyville, Okla.—Granted petition to set aside Commission's action of May 31, defaulting their application for modification of license because of their failure to file "notice to be heard." Application restored to hearing docket to be heard.

NEW, Plattsburgh Broadcasting Corp., Plattsburgh, N. Y.—Denied CP 1420 kc., 100 w., specified hours (facilities of WHOL) because of failure to enter appearance.

NEW, First National Television Corp., Kansas City, Mo. (Ex. Rep. 354)—Granted application for television station, subject to rules governing experimental stations, reversing Examiner Hyde.

JUNE 28

KFLX, Galveston, Tex.—Granted CP to make changes in equipment 1370 kc., 100 w., unlimited time.

WMCA, New York—Granted modification of CP extending completion date from July 11 to Oct. 11, covering removal of transmitter from Hoboken, N. J., to College Pt., Causeway, Flushing, N. Y.

KGO, San Francisco—Granted authority to install automatic frequency control.

KWWC, Brownsville, Tex.—Granted consent to voluntary assignment of license to Frank P. Jackson.

WBHS, Huntsville, Ala.—Granted modification of license to increase power from 50 to 100 w.

KFBI, Milford, Kans.—Granted modification of license to move main studio from Milford to Abliene, Kans.

WBAP, Fort Worth—Granted authority to start installation of automatic frequency control equipment.

WNBW, Carbondale, Pa.—Granted authority to discontinue operation to Oct. 1, pending consideration and decision of hearings on applications.

KWSC, Pullman, Wash.—Granted authority to reduce hours of operation during period from June 20 to Sept. 12, as follows: Daily except Sunday, 6:30 to 8:30 a.m., 9:05 a.m. to 12 noon; 3:30 to 5:30 p.m. daily except Thursday and Sunday, 6:30 to 8:30 p.m.

WRBQ, Greenville, Miss.—Granted authority to discontinue operation after June 26, in order to make changes in equipment.

WDEV, Waterbury, Vt.—Granted permission to change specified hours of operation on Sundays during June, July and August.

KELW, Burban, Cal.—Granted permission to take depositions of matters pertaining to applications of KTM and KELW for modification and renewal of license.

KTM, Los Angeles—Granted permission to take depositions in hearings on renewal of license and associated applications.

KVI, Takoma, Wash.—Renewal and modification of license 570 kc. 500 w., unlimited time, issued in accordance with order of the Commission dated April 1; renewal effective from June 25.

KXA, Seattle, Wash.—Renewal of license, 760 kc. 250 w., 500 w., LS, limited time, effective from June 25, issued in accordance with order referred to above.

W3XE, Philadelphia—Granted experimental visual broadcasting license, 2750-2850, 48500-60300, 60000-80000, 43000-46000 kc., 1600 w.

WESG, Glens Falls, N. Y.—Granted regular renewal of license.

Granted renewal on a temporary basis, subject to action on pending renewals: WIBM, Jackson, Mich., and WJBK, Detroit, Mich.

WRDO, Augusta, Maine—Reconsidered action of June 3, 1932, granting renewal of license with transmitter location at Augusta House, Augusta, and directed renewal be issued showing transmitter location at 341 Water Street.

Set for hearing: WJAG, Norfolk, Neb.—Renewal of license set for hearing because station's facilities have been applied for.

NEW, The Tenn. State Press Co. (Publishers of Knoxville Times), Knoxville, Tenn.—CP for new station, 560 kc. 1 kw. night, 2 kw. LS, unlimited. (Facilities of WNOX.)

NEW, Maurice L. Barrett, E. St. Louis, Ill.—CP for new station, 1500 kc., 100 w., unlimited time. (Facilities of WKBS.)

KGNO, Dodge City, Kans.—CP to change frequency from 1200 to 1340 kc.; increase power from 100 w. to 250 w., and make changes in equipment.

NEW, Visual Radio Corp., Atlantic City, N. J.—CP for visual broadcasting service.

WTMJ, Milwaukee, Wis.—Granted petition to intervene in the application of KTAR for modification of license to be heard Sept. 12, 1932.

NEW, So. Car. Broadcasting Co., Columbia, S. C.—Granted, without prejudice, and withdrawn from hearing docket, application for new station to operate on 1310 kc., 100 w., unlimited time. (Facilities of WROL, Knoxville, Tenn.)

WWNC, Asheville, N. C.—Granted regular renewal of license, and application heretofore set for hearing withdrawn from docket. Satisfactory equipment has now been installed.

WJBY, Gadsden, Ala.—Granted protest of applicants against the Commission's authorization of May 24, 1932, granting CP for new station at Troy, Ala., to operate on 1210 kc., 100 w., daytime.

WERE, Erie, Pa.—Granted protest against authorization allowing WLBW to move station from Oil City to Erie, Pa., and directed WLBW's application be designated for hearing upon the issue contained in WERE's protest.

Examiners' Reports . . .

NEW, Black Hills Broadcasters, Sturgis, S. D.—Examiner Hyde (Report 378; Docket 1523) recommended that application for CP on 1200 kc. with 100 w. to share time with WCAT, Rapid City, be denied on the grounds that applicants failed to show sufficient ability or equipment to operate such a station properly.

KGBX, St. Joseph, Mo.—Chief Examiner Yost (Report 379; Docket 1606) recommended that application for CP to move station to Springfield, Mo., be granted.

NEW, Peter Goelet, Chester Township, N. Y., and WMRJ, Jamaica, N. Y.—Chief Examiner Yost recommended (Report 380; Dockets 1600 and 1444) that application of Goelet for CP to erect station and operate with 50 w. on 1210 kc. be granted and that application of WMRJ for renewal of license on 1210 kc. with 100 w. be denied.

NEW, Baton Rouge Broadcasting Co., Baton Rouge, La., and KTBS, Shreveport, La.—Chief Examiner Yost recommended (Report 381; Dockets 1588 and 1604) that application of Baton Rouge Broadcasting Co. for assignment on KTBS channel be denied and that KTBS application for renewal of license be granted.

NEW, Ray-O-Vision Corporation of America, Los Angeles—Examiner Pratt recommended (Report 382; Docket 1605) that application for CP on 2800 kc., 500 w. be denied because of failure to show sufficient financial and technical resources.

Washington Visitors*

Glenn Snyder, WLS, Chicago
Edwin N. Spence, WPG, Atlantic City
Lloyd Espenschied, A. T. & T., New York
J. C. Gurney, Veru Rowley & Geo. Drake, WNAX, Yankton, S. D.
Dr. F. Koren, KGCR, Watertown, S. D.
J. A. Matthews, Aberdeen, (S. D.) American-News.
Earl C. Glade, KSL, Salt Lake City
Bond Geddes, RMA, Chicago
Henry A. Bellows, WCCO, Minneapolis
Will H. Houghton, WAAB, New York
Gardner Cowles, Jr., Des Moines, Ia.
H. K. Carpenter, WPTF, Raleigh, N. C.
Loren L. Watson and Hamilton Dalton, WSBI, Atlanta
Joe A. Chambers, WLW, Cincinnati
G. Colby Blackwell, Lawrence, Mass.
Fred D. Williams, RMA, Chicago
Capt. William Sparks, Sparks-Withington Co., Chicago
C. W. Horn and E. S. Sprague, NBC, New York
R. L. Harlow, C. Gordon Jones and Paul De Mar, Yankee Network, Boston
W. J. Purcell, WGY, Schenectady
Joseph S. Gettler, WJAR, Providence
Jack Light and J. L. Grether, WTAR, Norfolk, Va.
Paul Oury, WPRO, Providence
K. G. Ormiston, KNX, Los Angeles

A register of visitors at the offices of the Federal Radio Commission, the National Association of Broadcasters and BROADCASTING, *June 16 to June 29.*

WJAR Seeks Increase On Ex-Canadian Wave

THE FIRST CASE to arise out of the new United States-Canadian wavelength agreement involving application for increase in power on a former Canadian-shared frequency presumably relinquished by the Dominion, was presented before Examiner Pratt June 27. WJAR, Providence, applied for modification of license to increase its power from 250 watts night and 500 ls. to 1 kw., on the 890 kc. channel—the former Canadian-shared wave.

The WJAR application was heard simultaneously with that of WEAN, Providence, primarily on quota grounds, the latter station seeking a similar power increase on 780 kc., a present Canadian-shared wave. WGY, Schenectady, WJZ, New York, and WTAR, Norfolk, were among the respondents on the WEAN application.

Paul M. Segal, counsel for WJAR, argued that the examiner must rule on the application in the light on the Canadian agreement and that the rules of the Commission are superseded by the international allocations. His contention was opposed by George O. Sutton, counsel for the Yankee network, of which WEAN is a part, who said the examiner would be anticipating action by the governments since the agreement is not now in effect, and that the case should be decided under the rules and regulations. Examiner Pratt overruled the objection, indicating that he would take judicial notice of the Canadian agreement.

Education's Radio Need Not Shown, NEA Is Told

ADMISSION that educators have failed to make a case in favor of the reservation of 15 per cent of the available channels for educational purposes as proposed in the Fess bill was made by Dr. William John Cooper, U. S. Commissioner of Education, in an address June 25 before the National Educational Association general session at Atlantic City. The NEA has been sponsoring the Fess bill, and the views of Dr. Cooper apparently represent a change in attitude.

"At the present time," Dr. Cooper said, "we must say that so far as progress in education is concerned there has been little during the past two years, and so far as the time on the air is concerned, it appears that in its present state education has enough time. In so far as the future is concerned, it appears that the educators themselves desire 15 per cent, but no case has been made to show that they are or are not entitled to this much.

"Probably during this period of depression work in radio is still going on. It is doubtful, however, whether much work in radio education is in progress. If ways and means are found of using radio for the better education of the people, doubtless they will go into effect as soon as the depression is passed. At least it will probably be five or ten years before we can tell exactly what we want."

ANOTHER ex-radio station operator, the Rev. Robert P. Shuler, whose KGEF, Los Angeles, was ruled off the air last year, is seeking public office. He has filed in California for both the Republican and Democratic nominations for U. S. Senator. His platform includes prohibition and freedom of speech on the radio; the latter issue is also pending in the Court of Appeals of the District of Columbia on his appeal from the Radio Commission's decision silencing his station.

Programs Built to Sell Ideas Rather Than Show Called Most Successful

"RADIO CAN be used to advertise, with few exceptions, any product which uses the American newspapers or magazines or any other form of advertising," James H. Higgs, of the Ehlinger & Higgs Advertising Agency, Tulsa, Okla., declared in a recent address at the University of Missouri. The speaker said he knew of two businesses "which have made phenomenal success by directly selling merchandise over the air."

Some pertinent paragraphs from his address follow:

"Some use radio for what they term good will advertising. I have yet to determine what is meant by good will advertising. I can see advertising only in one light, that is sales promotion. If advertising copy, whether it be radio or printer's ink, sells merchandise profitably, it must be good. If it doesn't it necessarily is bad.

"I have had greater success with programs designed to sell an idea, than programs of entertainment into which was introduced regular commercial copy.

"I think that the mere mention of the fact that radio business is increasing at the rate of about 30 per cent per season, in face of declines, is positive proof of its productiveness.

"There has been much talk about legislation to curb radio advertising. Now, after all, if a certain type of entertainment is objectionable to the public, will the public listen to it? If the public doesn't listen, will the program produce results? Isn't that an accurate barometer of the public's tastes and appreciations and desires?

"I do not believe the radio ever will supplant the newspaper, any more than outdoor advertising has supplanted it. I believe it is another medium, presenting a new way through which we may stimulate commerce and industry."

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Forms close 28th and 13th of month preceding issue.

Situations Wanted

Former Assistant Secretary Federal Radio Commission desires position with broadcasting station. Since resignation from Commission, I have been engaged in radio broadcasting activities, including sales promotion, program production and general station management. Can furnish references of highest order and can report for work in any part of the country immediately. Address Box 34, BROADCASTING.

Commercial manager. Applicant has successful experience as advertising manager of daily newspaper and commercial manager of 1,000-watt radio station. Excellent sales record. Best references. Address Box 35 BROADCASTING.

Position desired by experienced radio broadcast advertising salesman. Excellent sales record and newspaper background. Can furnish adequate references concerning character and productive ability. Address Box 36 BROADCASTING.

Musicians Refuse To Restrict Radio

THE AMERICAN Federation of Musicians voted down several proposed curbs on radio broadcasting at its annual convention this month in Los Angeles. One such proposal was to place all network and hookup broadcasting under jurisdiction of the international office, which would fix all price lists.

James C. Petrillo, of Chicago, was elected to the executive committee, replacing Fred Birnbach, of New York, who remains as assistant to Joseph N. Weber, reelected president for the thirty-third time. Other officers remain the same.

A decrease of 30,000 in membership, or 20 per cent, was revealed by Mr. Weber in his annual report. As a result of the consequent loss in revenue, the federation's expenses were cut accordingly.

Price lists on phonograph records were expanded to include similar scales for electrical transcriptions.

Offers Music by Wire

WIRED MUSIC, Inc., 351 W. 42nd St., New York, is serving various hotel dining rooms and restaurants in the metropolitan area with transcription programs fed from its studios via telephone wires to hidden amplifiers that are kept at low volume. No vocal or spoken parts are included. The fees charged for the service have not been divulged, and as far as can be learned the company is not connected with Wired Radio, Inc. The company claims to have a library of 14,000 American and European recordings.

DECISION of WOR, Newark, to eliminate radio announcers' names, as reported in the June 15 issue of BROADCASTING, brings the statement from C. T. Lucy, manager of WRVA, Richmond, Va., that that station has been doing it for the last two years.

Court Fails to Act In Important Cases

KVI Gets Full Time on 570 Kc. As KXA Withdraws Appeal

DECISIONS on two important pending appeals, one involving property rights and the validity of the quota regulations and the other raising the issue of free speech on the air, will not be forthcoming until fall because of the adjournment of the Court of Appeals of the District of Columbia until Sept. 5. The court had been expected to render its opinions in both cases prior to adjournment since arguments were heard in May.

Decision in the appeal of WIBO and WPCC, of Chicago, from the Commission's decision ordering their deletion to make way for WJKS, Gary, Ind., as a means of tending to equalize quota distribution, will have a profound effect on future Commission operations governing quota. The free speech issue is raised for the first time in the case of KGEF, Los Angeles, which was deleted by the Commission because of the character of broadcasts by the Rev. Robert P. Shuler, paster of the Trinity Methodist Church, South, former licensee.

The appeal of KXA, Seattle, from the Commission decision reducing it to limited time in favor of KVI, Tacoma, in an ordered exchange of facilities, was withdrawn by the former station in a motion filed June 20 and subsequently was acted upon. A stay order restraining the Commission from making the exchange effective was dissolved, and the exchange of frequencies became effective by mutual consent of the two stations.

In the Commission decision, handed down last April, KVI was ordered to switch from its limited time assignment on 760 kc. to full time on 570 kc. with 500 watts night and 1 kw. ls. KXA, assigned to 570 kc. with 500 watts, unlimited time, was switched to KVI's channel. Simultaneously, the Commission denied the application of KGVO, Missoula, Mont., for a switch from 1420 kc. to the KVI limited assignment.

The WIBO-WPCC and Shuler cases are the only ones pending before the court which have been argued. Other important cases yet to be argued are the WMCA-WNYC, New York, controversy and appeals of WLOE, Boston, and WRAK, Williamsport, Pa.

NATURE COMPENSATES IN THE MIDDLE NORTHWEST •

- Last year drought and grasshoppers devastated the middle northwest. Crops were very short and in many places, entirely wiped out.
- This year Nature comes into her own, and with plenty of moisture, sunshine, and a good soil, combined with the best farmers in the world, crops are coming along beautifully. The prospects are for a bumper crop.
- This should be interesting to advertisers because when crops are good, farmers are cheerful. When farmers are cheerful, they buy the things they need for their living as well as for their comfort.
- Advertise in the middle west this year and reap a harvest of orders, as the farmer reaps his harvest of produce. To reach these farmers, the logical medium is—

WNAX

YANKTON, SOUTH DAKOTA

1000 Watts 570 Kc. 526 Meters

Western Electric Equipment Throughout

PROFESSIONAL DIRECTORY

JANSKY and BAILEY
Consulting Radio Engineers
Commercial Coverage Surveys
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Station and Studio Installations
Engineering Management
National Press Bldg. Wash., D. C.

T. A. M. CRAVEN
Consulting Radio Engineer
Allocation Engineering
Commercial Coverage Surveys
Antenna Installations
Complete Engineering Surveys
National Press Building,
Washington, D. C.

Doolittle & Falknor, Inc.
Radio Engineering and Manufacturing, Commercial Coverage Surveys, Field Intensity Surveys, Directional Antenna Installation, Complete Engineering Surveys.
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KSTP

ST. PAUL MINNEAPOLIS

10,000 WATTS FULL TIME SCHEDULE. NORTHWEST'S LEADING RADIO STATION

WMAQ

99.987% Mechanically Perfect

¶ You'll never "Get to Town" in a broken-down vehicle.

¶ Listeners will not be held by a station which fluctuates in frequency nor a station which habitually goes dead in the midst of a broadcast.

¶ That is why mechanical perfection is an essential to successful broadcasting.

¶ WMAQ, listed for years by the Department of Commerce as a "Standard Frequency Station", has an unsurpassed engineering record.

« THE 1932 RECORD »

	FREQUENCY DEVIATION (50 cycles allowable by F.R.C.)	PERCENTAGE OF SCHEDULE COVERED
January	4.40 cycles	100.000
February	4.33 cycles	99.993
March	5.29 cycles	99.984
April	6.00 cycles	99.998
May	8.33 cycles	99.972
5 Months Average	5.67	99.987

A NATIONAL BROADCASTING COMPANY NETWORK STATION

CLEARED CHANNEL
670 KILOCYCLES
100% MODULATION

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